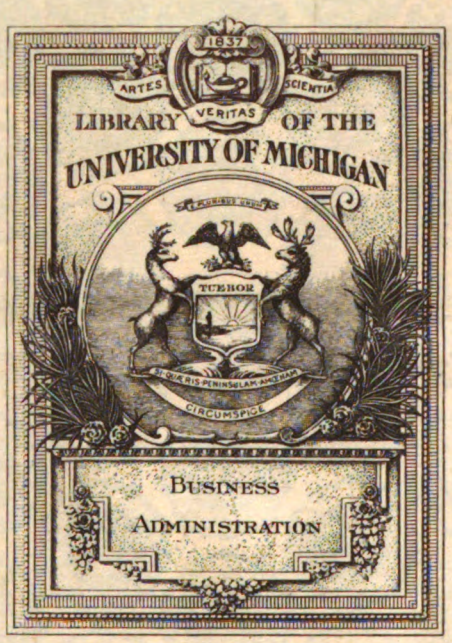
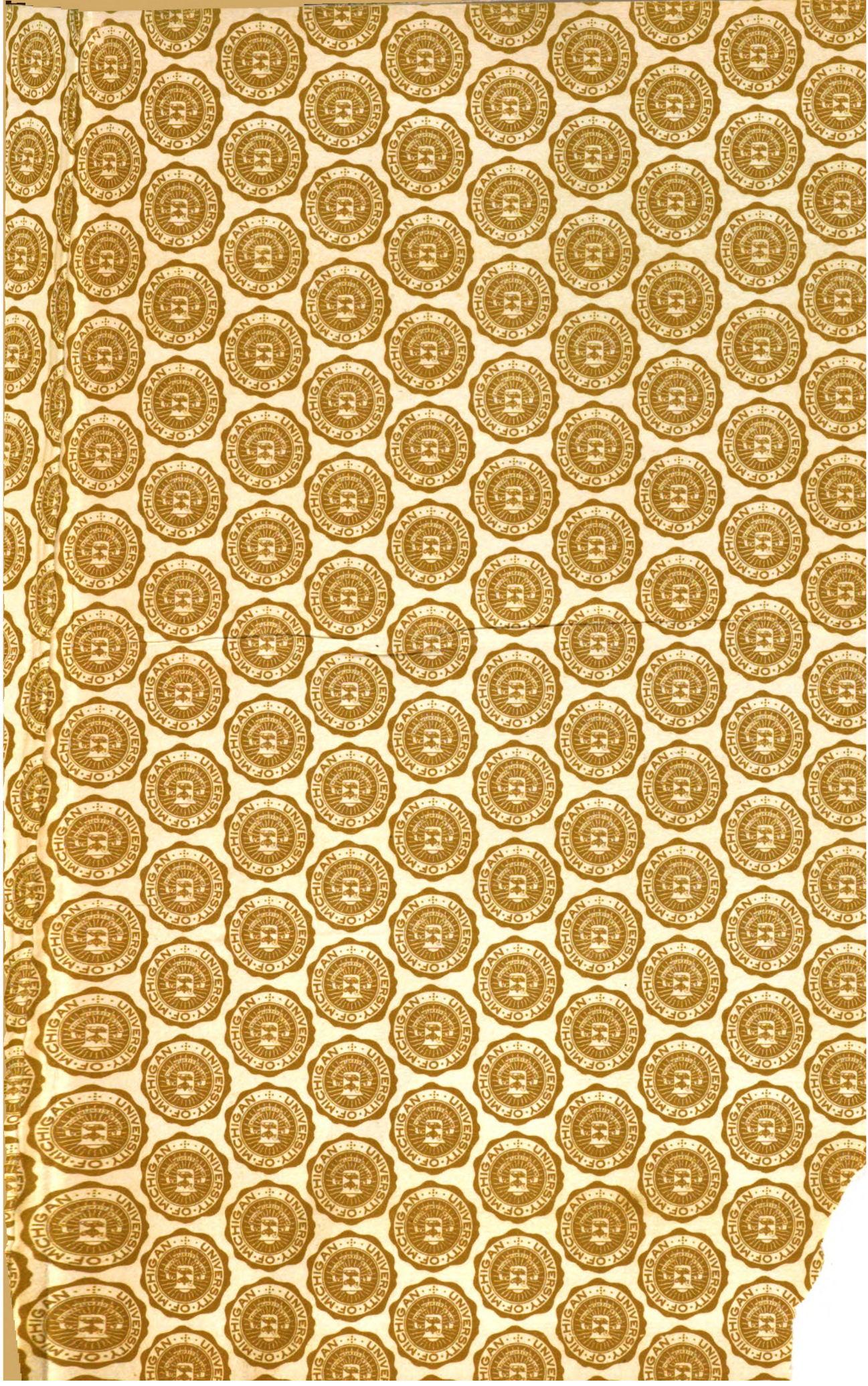
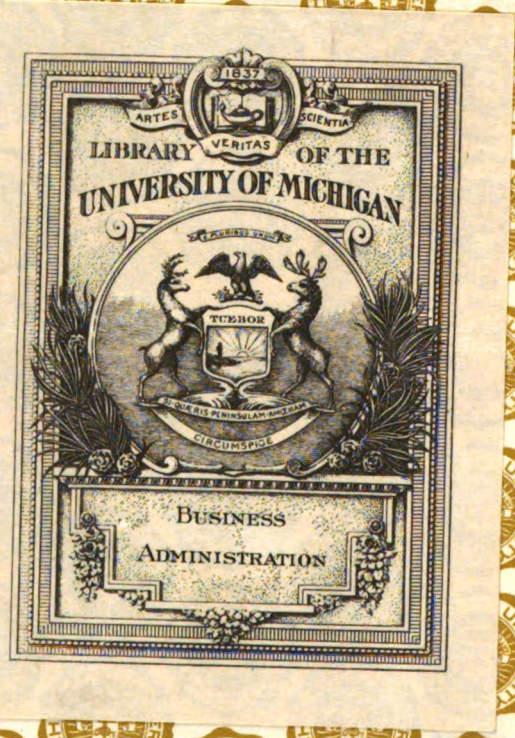
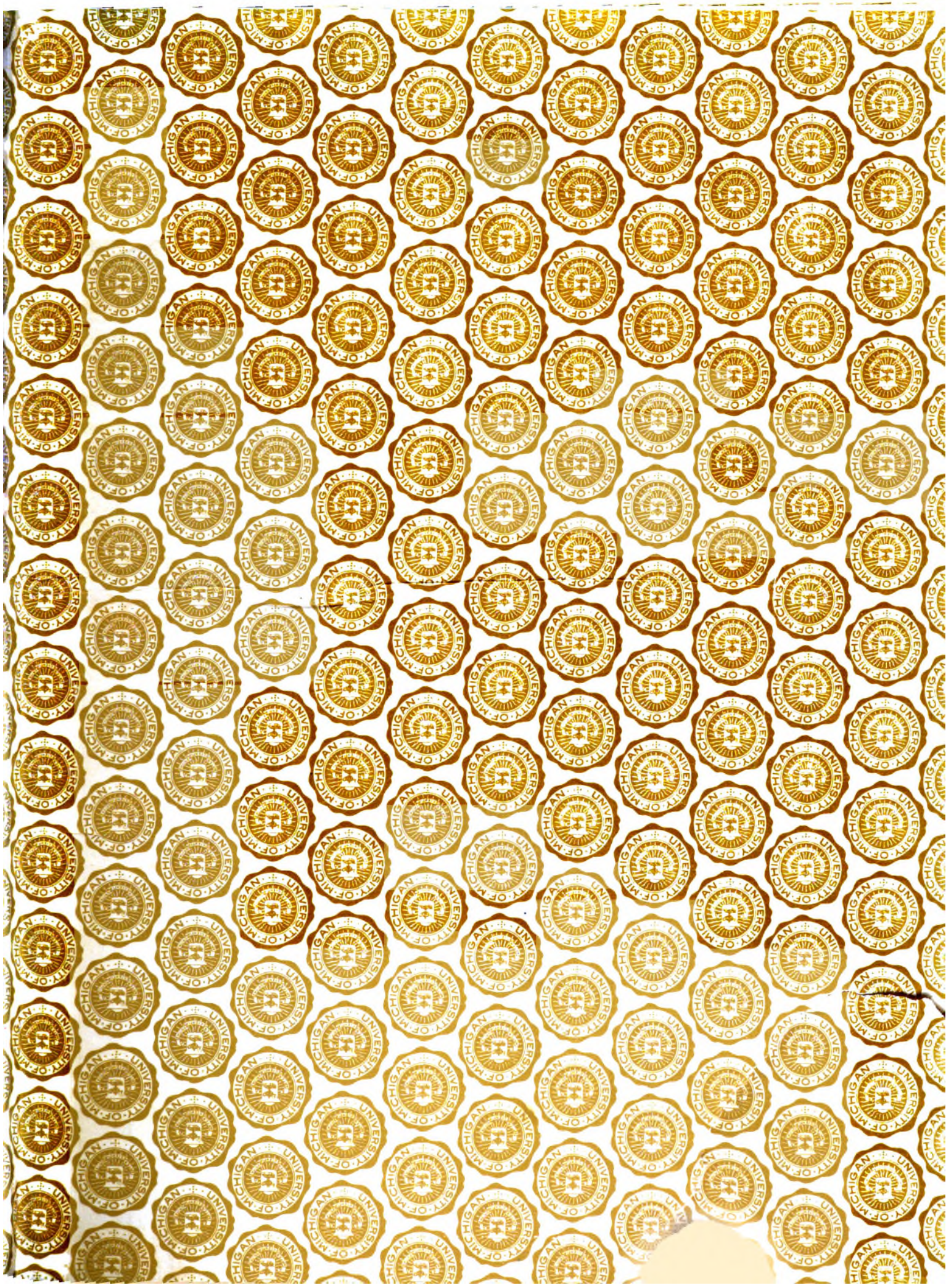
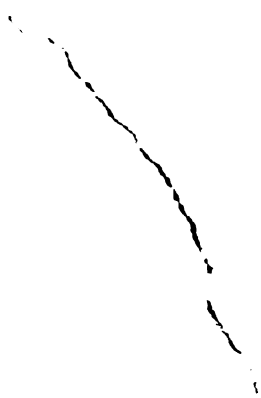

1837
ARTES
VERITAS
SCIENTIA
LIBRARY OF THE
UNIVERSITY OF MICHIGAN
TUEBOR
CIRCUMSPICE
Business
Administration


UNIVERSITY OF MICHIGAN


1837
ARTES
VERITAS
SCIENTIA
LIBRARY OF THE
UNIVERSITY OF MICHIGAN
TUEBOR
CIRCUMSPICE
BUSINESS
ADMINISTRATION


UNIVERSITY OF MICHIGAN



G

OCT 7 1926

LORD BEAVERBROOK'S ADVERTISING

The Advertiser's Weekly

4D A COPY 20/- a year Post Free
Regd. at G.P.O. as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

To All Those Advertisers
and Advertising Agents
whose patronage made 1925
another record Year for

"PUNCH"

the toast is

"A BUSY NEW YEAR"



MARION JEAN LYON, Advertisement Manager, "PUNCH"
80 Fleet Street, London, E.C.4

Anything you write will be read by millions!

"This woman," he was saying to himself, "is a heaven-born journalist!!! What is there she could not tell us about Crime, Queens, Cabinets, Clothes, and the Lower Secrets of the Upper Classes?" He was in complete disagreement with the critics who thought my Autobiography vulgar—frivolous—and indiscreet.

The Countess of Oxford and Asquith

—and to whom else could these words refer?—is contributing the first of a new series of brilliant articles to Nash's for March. That alone means a huge extra sale. And there are many other star attractions in this special number.

March Number
goes to Press
January 15th

Call or write for full particulars of prices and spaces available

No fiction magazine in the Kingdom has a nett sale comparable with Nash's. The experience of hundreds of the leading advertisers has proved that the power of Nash's to create and maintain sales is correspondingly great. The March Number will be extensively advertised in the Press, and affords a very exceptional opportunity to reach a large and wealthy public which spends money freely.

Book your space in Nash's for March to-day.

Nash's

LARGEST NETT SALE
of any Fiction Magazine in Great Britain and Ireland.

The Advt. Manager, Burton A. Ling, "Nash's Magazine," 153, Queen Victoria St., E.C.4
NORTHERN ADVT. OFFICES, 1, Princess's Street, Albert Square, MANCHESTER.

The GRAPHIC FOR CHOICE

The Advertiser's Weekly
4D ACCEPT
THE ORGAN OF BRITISH ADVERTISING

The GRAPHIC LEADS

Vol. 49 FRIDAY, JANUARY 1, 1926 No. 658

The Week in Advertising

The Fresh Year and its Prospects—Days of Prosperity Can be Brought Back—An Era of Ideas Wanted

A HAPPY and Prosperous New Year. There have been occasions since 1914 when the wish seemed a mockery. Neither happiness nor prosperity was in sight. Yet, so inherently hopeful is sane humanity that the wish was spoken, and spoken in sincerity. To-day, on the threshold of 1926, there is no need of undue optimism for us to wish both happiness and prosperity. The year that is beginning holds promise of both for the world. The long and trying convalescence after the fever of war is ending. The nations are recovering both sanity of outlook and strength of purpose. The *morbidezza* of the sick has been responsible for much of the unhappiness and the instability of the world in the past decade. "A sick man's fancies" is no mere poetical phrase. It is a pathological fact. And a sick man is unfitted for business.

With the recovery of sane minds and healthy bodies, the world will be better equipped to grapple with the problem of restoring that material prosperity which was devastated and dissipated in the ravings of the fever period. It will be better able to face the complexities of a changed industrial situation. It will be in better fettle to meet the inevitable reverses and disappointments. Those who find value in wall texts for their offices might do well to print in large letters for their guidance in the coming year the Prime Minister's simple but striking avowal at the Guildhall Banquet, "We are not dismayed."

The advertising year promises to be full of interest. The domestic politics of the profession will be to the fore with the launching and the early working of the Advertising Association. The practical interchange of ideas which began so successfully at Harrogate will be carried a step further at Blackpool with the Second British Advertising Convention. The Club movement is developing and before the end of the year we are to see in working order several new organisations in important centres. And, on the business side, the advertising year promises to be full of activity. There can be no question that the steady progress of the profession itself towards organisation into a solid self-governing entity has had a good effect. The elimination, slow though it may be, of undesirable elements in advertising has won over many undertakings whose directors were formerly antagonistic to the whole idea. The proven value of good advertising, the proven assistance that it is to salesmanship, have steadily worn down the resistance of conservative people to whom the idea of advertising was "undignified" and "not done by the best firms."

The changed attitude of Government officials towards publicity is also a great gain, and the profession has before it great opportunities of national service in the coming months, both in connection with the "Buy British Goods" campaign and in backing up Governmental efforts to revive our export trade.

The year 1926 opens with good promise. But the promise of harvest is not the harvest itself. There is much hard work to be done. There is need for clear and original thought. That, we imagine, is the thing lacking in British advertising at the present time. Originality does not mean freakishness. But it does mean freshness, creation, and imagination. Those are the characteristics that must be developed among advertising men and women, that must be encouraged in the younger generation. "Stereos" are a necessity of the technical side of the profession. But the stereotyped in copy and in lay-out is merely an evil without being necessary.

The New Year must be a Fresh Year in advertising, a year that will be remembered as vintage years are in the wine trade, for the bouquet and the body of the ideas it produces.

THIS WEEK'S PAPER

Lord Derby to Open Blackpool Convention

Lord Beaverbrook's Advertising — by H. C. Ferraby

Character and Technique of Publicity for "Politicians and the Press"

New Selling Point for Chocolate—by Brian D. O'Kennedy

Research Work which Resulted in a Fresh Angle of Approach

"Let's Make Our Customers More Prosperous"—by Fernand A. Marteau

Laundry Equipment Company's Campaign to the families of America

IN THE POSTER SUPPLEMENT.

Handwritten Poster and Its Possibilities —by A. Phillips

The Month on the Hoardings—by John G. Gray

The Year 1925 in Railway Advertising

And All Regular Features

Ad. News in Brief
Publication Notes and News
Club Notes and News
Letters to the Editor
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

The Man Behind the Copy

The Advertising Writer as a Student of Literature—A Straightforward Textbook from the United States.

By "The Bookworm"

IS American advertising going back to first principles? If new books are any criterion of the trend of the movement, the answer is definitely in the affirmative. We have sailed in very deep waters with clever American advertising writers. We have examined the psychological reactions of an Ohio janitor to the picture of a grape-nut broadside as compared with the mental response of a Fifth Avenue policeman to the illustration of two grape nuts full face. We have cogitated on the mystery of the selling power of the curly tail of a 12-point "g" when placed next to, but 25.7 degrees above, an almost vertical Bodoni "l," size immaterial.

And now Mr. Howard A. Barton has written a book with the simple revolutionary title, "How to Write Advertising" (J. B. Lippincott Co., 10s. 6d.). Even in this country, the adoption of such a title would be bold. Yet "simplification" in advertising study was almost overdue.

Out of the Rut

Mr. Barton, as this title shows, is a writer who is not afraid to begin from the beginning. He lays no claim to be a Professor of Writing on Advanced Advertising Technique, and perhaps for that reason he succeeds in getting an astonishing amount of useful commonsense talk on to paper. His work provides refreshment for the jaded advertising mind, and occasionally jerks it out of a well-worn rut.

He can do this because he understands the advertising mind and the advertising man. His study of the man behind the copy is notable for its quality of understanding.

"Underneath great advertising copy," he writes, "you will always find a *man*. The difference between a tinsel flash of stunt copy and a steady, glowing, service-giving advertisement is a difference of *men*. You have all heard the neighbourhood prodigy who plays a Liszt rhapsody without missing a single note. And then you have heard Josef Hofman play it. The difference is the difference of men, a difference of minds if you will. At back of the prodigy's fingers there is, to be sure, unerring manual dexterity. Through the fingers of Hofman the soul of genius pours a message to you.

"The analogy holds in the relationship of great advertising to a mere mastery of technique.

"First of all, the really successful copy writer must be a man who loves to write. There are a thousand ways of saying this, but that last sentence says just what I mean . . . But the mere love of writing is certainly not all that is needed. Lots of men and women love to write, but that certainly does *not* make them advertising writers. What is the element that must be added to the writer's equipment to make him a successful advertising man? I believe it is merchandising sense. That is, your writer must be two things: a writer plus a good sound business man. No, I don't mean simply long experience in business; I mean a mental faculty for marshalling the forces of business, an instinctive good judgment in the daily crises of business, a capacity for distinguishing between economies and speculation. Ask the veterans *how* badly such men are needed to-day.

All-Round Experience

"Experience, of course, is necessary to the advertising copy writer. Otherwise he is without that vast inhibiting array of what-not-to-do, and spends too much valuable time getting his result. I feel, too, that he needs a varied personal experience. The more farms he has worked on, the more garages he has helped in, the more homes he has painted, the more machines he has taken apart and put together; in fact, the more he has observed and taken to his memory of men, women, and children, ships, sealing-wax, cabbages and kings, the closer he will be to them, the more able he will be to 'speak their various languages.'

"Without this experience, correct visualisation is almost impossible. Without it the novice writes 'ship-ahoy' at the sailor and gets a guffaw for his pains. He says, 'I swan' to the farmer's wife and has the kitchen door figuratively slammed in his face. He blurts out something about 'oleaginous secretion from the subcutaneous tissues' to the physician and 'electrolytic reactions' to pleasure car owners and 'gets the gate' in both instances. And it is well that he does. Inexperience with the ways of men as they actually are has made him appear inhuman.

"The advertising writer, furthermore, needs a certain type of brain. Not so rare, but of a certain type. It is not my purpose to rate this type and presume for it a superiority. I do assert, however, that for the type of work to be done it *is* a superior type of mind. This kind of mind is constantly making almost involuntary associations. It initiates and forges chain after chain of associated thought. And it finds great pleasure in so doing. It is, in adolescence, the type of mind that is continually punning.

"Why not good advertising copy, then, by all persons who can answer here to the qualifications listed? For two reasons. First, because behind all material there must be a motivating will. Secondly, because many people, in spite of their qualifications, are over-conscious of the pen they hold in their hand and actually cease to function . . .

"Claude Hopkins says that a copy man does not need literary qualifications. . . . I believe the advertising writer *must* have such qualifications.

"Undoubtedly literary qualifications are necessary. I shall go further and venture the statement that *literature* is necessary. The advertising man who is not conversant with literature is working under a handicap. His equipment lacks ballast. He is steering a lone course, subject to the squally veerings of his own opinion.

"Let it be said here briefly that the richness of a man's mental experience, actual or vicarious, determines the strength and quality of his power of conception."

Literature, as Mr. Barton points out, provides vicarious experience, but he utters a necessary warning against an "unbalanced intimacy" with great works of literary art. "The difference between the work of the man who is controlled by literature and the man who controls it is a difference of men."

Versatility

Debating the question of what advertising asks of its exponents, Mr. Barton makes some interesting and thoughtful observations. "It asks that, Protean-like, we assume character after character, that we put ourselves in the other fellow's place, and write from his point of view. If we are petty-souled, narrow-visioned men, our advertising copy, no matter how hard we try, will sooner or later express just that vision of life. The writings of Mencken are Mencken himself. The writings of Anatole France are Anatole France. Your advertising copy, mask or no mask, is *you*."

Brander Matthews said that he considered these qualifications were a summary of what a good short story must have: originality, ingenuity, condensation, and a touch of fantasy.

The same, asserts Mr. Barton, are the essentials of a good advertisement.

"But taking it all in all," he sums up, "I reassert the axiom that good writing (and that means copy of course) is first of all good thinking. If you are really thinking right you can write it. When that first bad half-hour holds you in its ice-bound grip, it is not because the art of writing has forsaken you. Rather it is the art of thinking that has slipped away . . . Often a little quiet preparatory reflection, a calm sifting of the non-essentials, will soon clear away the impediments and then the unobstructed mind will readily tell the tongue what to say and the pen what to write."

This is sound stuff, and useful. And it is not by any means all the sound, useful, stuff in this straightforward and practical book.

Lord Beaverbrook's Advertising

The Character and Technique of the Publicity for "Politicians and the Press"—Some Reflections and a Lesson

By H. C. Ferraby

WITH the political opinions and political actions of Lord Beaverbrook we are not here concerned. But his advertising activities have a particular interest for all advertising men and women, both from the point of view of technique and of character, and the recent campaign, centred round his book "Politicians and the Press," is a legitimate subject for comment. It may even be said to demand comment, for it has been unquestionably one of the outstanding features of recent advertising. It has aroused interest, it has aroused controversy—advertising controversy, not political—and it has pulled results. For all three reasons, therefore, it demands examination.

It has aroused interest. That means that there has been character and personality in the advertising. A book on politics by Lord Beaverbrook would inevitably attract some attention, even if it were advertised in the hackneyed fashion of the average book-publisher. But the demand for "Politicians and the Press" was stimulated to something more than the normal—no publisher will deny that 100,000 copies in five days is not normal—and that stimulus undoubtedly came from the advertising.

It varied in character. It was subtly adapted to the particular field in which it was to be circulated. There was, for example, a certain reticent dignity about the full-page in the *Morning Post*. The points in the first paragraph of the copy dealt specifically with policies about which the *Morning Post* and its readers have held and expressed strong opinions.



A full page in the "Morning Post" and—

The full page in the *Daily Telegraph* had an entirely different tone. Here there was a display of cuttings from the *Daily Express*, dealing with points



Politicians and the Press
by Lord Beaverbrook

The "Yorkshire Post" wants Lord Beaverbrook to go home—

Concluding a column review of Lord Beaverbrook's new book, "Politicians and the Press," the "Yorkshire Post" says:-

"The book ends upon what reviewers call 'a note of promise,' for its last paragraph details the conditions which 'would cause Lord Beaverbrook 'to quit public life altogether and return to the Canadian village from whence I came.'"

OUGHT HE TO GO?

Has the influence of Lord Beaverbrook's newspapers been for or against the interests of the Country and the Empire? How and who was that influence exercised? Have the views which these newspapers have expressed proved correct in the light of events? What truth is there in the oft-repeated assertion that Lord Beaverbrook has a personal vendetta against this or that minister?

These and many other incidents in the political history of the past seven years are made crystal clear in Lord Beaverbrook's new book.

1/-
[by post 1/1½]
from all BOOKSELLERS AND BOOKSTALLS or from DAILY EXPRESS, 23, ST. BRIDE ST., LONDON, E.C.4, and the Publishers, HUTCHINSON & Co. (Publishers), Ltd., 34, Paternoster Row, London, E.C.4.

BUY IT TO-DAY

A sarcastic review turned to good use

of solid middle-class commercial interest. Whether the tone was right for the market or not has been debated. Only one fact can really determine the discussion—did the page pull results? But the interesting point for us is the marked alteration in the kind of copy used by a man of strong personality and much astuteness to advertise the same article in two papers to which the majority of advertisers allocate similar lay-outs.

Immediately the book appeared an entirely fresh series of advertisements was put in hand. And these advertisements had a fresh angle which compelled attention and discussion. For they featured the extent to which the book was attacked in the reviews.

The same sort of thing has been done before by enterprising publishers, in a small way, but it has never been done in the challenging way of the Beaverbrook advertising. The most cutting commentaries, the rudest remarks, the slings and arrows of outraged opponents were thrust into the forefront with a smiling daring that was unquestionably effective for the purpose.

Lord Beaverbrook is perfectly well aware that he has enemies. He is perfectly well aware that they would rejoice in the sneers and the gibes to which he gave such lavish publicity. And, rejoicing, would draw the attention of their friends to the advertisements and so to the book.

It was bold. It was forceful. His enemies say it was impudent. But can they deny that it was effective?

So much for the interest. Next the Beaverbrook advertising aroused controversy. This raged round many points, with most of which advertising is not concerned. We are not concerned to know whether the ultimate aim of it all was the aggrandisement of Lord Beaverbrook in the public eye or the extension of the commercial prosperity of the *Express* group of newspapers. We are not concerned to know whether Lord Beaverbrook is "inspired by a spirit of mischief," and whether he is indulging his taste as "a manipulator of men, of situations and of occasions."

The controversial point that interests us is—Does this kind of advertising pay?

We say without hesitation that for ordinary commercial purposes it does not. The advertisement of unfavourable opinions of one's product expressed by one's rivals—supposing so rare an event as the holding of an unfavourable opinion by one's rivals!—would not pull the results for ships or shoes or sealing-wax that the Beaverbrook advertising pulled for "Politicians and the Press."

Nevertheless, there is an aspect from which the question can be answered with a most decided affirmative.

(*Continued on page* 6)



another in the "Daily Telegraph"

New Selling Point for Chocolate

Research Work which Resulted in Fresh Angle of Approach

By Brian D. O'Kennedy

EVERY copy-writer who has tried to advertise chocolate has quickly become conscious of the difficulty of finding a new viewpoint. Everything that is worth saying appears to have been said scores of times already in advertising other chocolates. Such words as "delicious," "tempting," "delightful," and such phrases as "exquisite flavour," "rich and creamy," "mouthfuls of deliciousness," and so on, if they ever had any real selling value, have long since been discarded by the serious copy-writer as of no account.

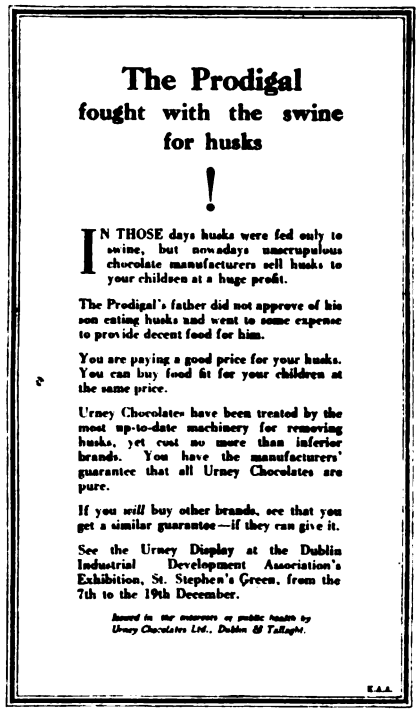
One way of overcoming the difficulty is by the use of illustrations of a distinctive character. There is perhaps no more effective way of conveying the suggestion of quality than through the subtle medium of an illustration depicting the product in surroundings of luxury. But obviously this is hardly practicable with low-priced goods.

A well-known Irish firm, Urney Chocolates, Ltd., of Tallaght, Co. Dublin, are attempting, very successfully it would seem, to solve the problem along new and somewhat unconventional lines. Hitherto these chocolates have been advertised in a more or less orthodox fashion, and have secured a reasonably strong position in the Irish market, but certain lines were not selling as well as they should, and the new effort is directed mainly to increasing the demand for these. In particular the firm were anxious to push what are known in the trade as "count lines," that is, the penny and twopenny bars of chocolate and the cheaper lines generally.

"Count" L'nes hit

Now, there is a duty on all confectionery coming into the Free State, and while this does not seriously affect the prices of the dearer imported chocolates, it does hit hard at the "count" lines. The consequence is that there has been an enormous increase in the demand for Irish-made "count" lines, which, with the measure of protection which the duty has given them, are now cheaper in price. Competition is, however, very keen between the various Irish makers, and the manufacturers of Urney chocolates were not satisfied that they were getting as much of the trade in these cheap lines as the merits of their products entitled them to expect.

A market investigation followed, and it was found that some "count" lines were being offered to the trade at prices at which Urney chocolates could not possibly be sold. Further investigation and analysis proved that shell, that is, the outer husk of the cocoa bean, entered largely into the making of some of these chocolates. Now shell



The Prodigal
fought with the swine for husks

!

IN THOSE days husks were fed only to swine, but nowadays unscrupulous chocolate manufacturers sell husks to your children at a huge profit.

The Prodigal's father did not approve of his son eating husks and went to some expense to provide decent food for him.

You are paying a good price for your husks. You can buy food fit for your children at the same price.

Urney Chocolates have been treated by the most up-to-date machinery for removing husks, yet cost no more than inferior brands. You have the manufacturers' guarantee that all Urney Chocolates are pure.

If you *will* buy other brands, see that you get a similar guarantee—if they can give it.

See the Urney Display at the Dublin Industrial Development Association's Exhibition, St. Stephen's Green, from the 7th to the 19th December.

Issued in the interests of public health by Urney Chocolates Ltd., Dublin & Tallaght.

is certainly indigestible, has practically no food value and is, in fact, really unsuitable for human consumption. But at least it was food for thought—or so it seemed to Mr. H. G. Gallagher, the managing director of Urney Chocolates, Ltd.

Urney chocolates, even the very cheapest grades, contain no suggestion of shell. So Mr. Gallagher turned over in his mind the points disclosed by the market research. Then one day he met one of the principals of Kenny's Advertising Agency, Dublin, to whom he showed a few rough drafts of ideas for advertisements based on this discovery. Strangely enough, in handing them over he remarked that he felt sure that the agency man would not approve, as they were so unorthodox. And round that thought what tragic stories could be written of opportunities missed because the men who stumbled against the "big idea" failed to pass it along because it was "unorthodox"!

Unorthodox

But the agency man *did* approve. One glance through the notes showed him they contained the germ of an excellent idea. A *new* idea for advertising chocolates. And so it proved. But one difficulty had yet to be overcome. The manufacturers, perhaps naturally enough, wanted a large display of the Urney name block in each advertisement. The agency, on the other hand, held that there should be no display of the name whatever, and that furthermore the advertisements should appear in solus positions in all the papers used. This view was eventually accepted, and its correctness was proved beyond doubt as soon as the advertisements began to appear.

The first advertisement, "The Prodigal fought with the swine for husks," which is reproduced here, occupied 8 in. double-column, and undoubtedly aroused a great deal of interest. It was followed in rapid succession by a series of 6 in. d.c. advertisements, all set in a similar style, with "teaser" headlines and occupying the same positions.

These are some of them.

"Do you eat nut-shells?"

"Hens eat oyster shells. Do you?"

"If your children ate orange peels . . ."

"If you were a woodpecker . . ."

Name at the End

The subsequent text drove home the idea that cocoa shell was not a desirable ingredient of chocolates. Urney's came into the scheme towards the end of each advertisement, and there was a closing paragraph in italics:—

"Issued in the interests of public health by Urney Chocolates, Ltd., Dublin and Tallaght."

It is safe to say that these advertisements have been very widely read and have made a very favourable impression, not only on the public, but on the trade throughout the country. A broadside containing reproductions of ten of the advertisements was sent to about 2,000 confectioners at the commencement of the campaign. Accompanying it was a special sales letter pointing out what was being done by Urney Chocolates, Ltd., in the interests of the trade and on behalf of the campaign for pure food.

LORD BEAVERBROOK'S ADVERTISING

(Continued from page 5)

"This kind of advertising" does pay if by that we mean advertising inspired by a dominant personality, by a freshness of idea and by a complete disregard of everything that has been done previously in the same field. Anyone who will take the trouble to turn over the pages of a popular monthly magazine or weekly illustrated will immediately notice how much of the advertising is just ordinary. The very efforts to be uncommon follow a common fashion.

The lesson of the Beaverbrook advertising is to be found in its general character and not in its technique. It succeeded because it was based on personality; because the character of it had not been eviscerated by Conferences and Boards; because it was fresh and untrammelled by anybody else's ideas.

Many advertising men (and all copy writers) will have realised this. Perhaps some of the others may not be too proud to learn.

"Let's Make Our Customers More Prosperous"

How an American Company which Sells Laundry Equipment Inaugurated a Campaign to Educate the Public to the Service Laundries Perform— 100 per cent. More "Family Bundles" Sent Out After One Year's Advertising

By Fernand A. Marteau

IT will be generally agreed that when a manufacturer of machinery has delivered, installed, and carefully tested the model ordered, and kept to the letter and to the spirit any contract of guarantee and maintenance, he has served his client and served him well.

But what about the prosperity of his client? It would seem unmistakably a matter for the latter.

The advertising campaign of the American Laundry Machinery Company, however, shows us a case where the manufacturer went out, not to sell his machinery, but to advertise, at his own expense, the service others could render through the use of these machines.

The American Laundry Machinery Company is one of the most important manufacturers of laundry and dry cleaning machinery in the United States. Early in 1919 the company thought it advisable to inquire into the conditions affecting their future possibilities. This survey finally became one on the position and future of the laundry industry, as the laundries were the only possible prospects.

Three definite conclusions were arrived at:—

(1) It was estimated that a billion dollar yearly market was neglected by laundry owners. This was caused by their neglect to build up complete family laundry service, often being satisfied with a few collars and a stiff shirt a week per family, instead of making a bid for all washing.

(2) The home washing machinery was becoming a real danger.

(3) It was found that laundry service was not always as satisfactory as could be desired.

The American Laundry Machinery Company decided on a double advertising effort. The first was to acquaint the laundry owners quite frankly with the conclusions reached, in order to make them more conscious of their real interests. The second was intended to "sell" the laundry service idea to the American housewife.

No financial support was sought from the laundry industry which the campaign was going to serve. The promoters were far-sighted enough to realise that an increase in laundry turn-over meant need for more machinery.

"Aside from this so-called selfish motive to increase business," Mr. William A. Biddle, the advertising manager of the A.L.M.C., wrote to me, "we felt a distinct obligation upon our part to be of all possible assistance to the laundry industry. To it we owed our success up to the point where the campaign started."

All laundry owners were posted with a copy of the *American Outlook*—a brochure giving details about the research into the condition of the industry. It contained a survey of the situation, crammed full of facts and figures, written in clear and concise form, with a few graphs making it easy for all to visualise the position.

Great emphasis was laid on the fact that the A.L.M.C. had decided on a national advertising campaign solely aiming at an increase in the use of laundry service. The first order for space was reproduced. It was for a double-page spread in the *Saturday Evening Post* (costing $10,000).

The aim of the brochure was to get the laundry owners to take stock of the industrial and commercial parts of their enterprise, to attract their attention to details—such as the smartness of their van drivers—often overlooked and obtain their support by getting better laundry facilities.

A symbol drawn by that excellent American illustrator, Mr. Herbert Meyer, was adopted. It represented a young wife about to go out for a walk, handing to a laundry van-driver the "family bundle." Not a single piece of promotion matter has been issued without symbol. Later a sentence was added to the picture: "Send it to the Laundry."

On June 16, 1919, the first advertisement appeared. It was entitled, "A Message to the Women of America." The copy analysed the different daily housekeeping problems of a wife of to-day, and showed the part the laundry could play.

While the A.L.M.C. was unfolding its appeal to the nation by a full-page monthly in the *Saturday Evening Post*, laundry owners who up till then had thought very little (if they had thought at all) of the possibilities of advertising began to advertise. Industrial and collective local campaigns were undertaken. In twelve months no less than thirty-seven such campaigns were carried out, some of modest size, some of fair magnitude, such as those of Boston (appropriation of $50,000), Philadelphia (appropriation of between $20,000 and $25,000), Pittsburg (appropriation of $18,000), and New Orleans (appropriation of $12,000).

A report of Mr. Anderson, Secretary of the Philadelphia Laundry Owners' Association, dated March 11, 1920, stated: "The campaign has been under way more than a year, and we are so well satisfied with the results that we are going right on."

No wonder, as it was found that some members of the Association had



New angles in laundry service were discovered for the Press advertising

increased their turnover by 100 per cent., while all agreed that business had been on the increase. The results taken nationally showed that for the part of the business the advertising was aimed to secure, the "family bundle," the July 1919-June 1920 period showed an average increase of 100 per cent.

It was nevertheless considered essential that this by no means unsatisfactory result should not be taken as the final goal. The A.L.M.C. saw to that, and a second issue of the *American Outlook* was prepared in order to make the laundries appreciate what was still to be done. It was pointed out that in 1919 the laundries' competitors (special soap, home washing appliances, etc.) had spent close on $4,000,000 in advertising, to which the laundry industry had replied with a combined appropriation (including the national campaign) of $550,000.



The increase in the family washing department was admittedly 100 per cent., but the figures should be studied from another angle. Of the twenty-two million American families, at least eleven million were potential laundry users. Before the campaign only 5 per cent. of the eleven million were actual users; after, 10 per cent. was a fair estimate. But there was still the very heavy proportion of 90 per cent. of live prospects to be won over.

The promoters showed a good example by adding to monthly insertions in the *Saturday Evening Post* four weekly insertions in the *Ladies' Home Journal*. In 1920-21 and 1921-22 the campaigns continued.

In October, 1922, it was felt that, in the interest of future efficiency, standardisation of terms and services was advisable. The public had become alive to the value of laundry service and had been brought to the point of saying: "We are convinced and are ready to buy. Just tell us clearly what you have to offer."

Generalities were out of season. Standard terms for standard services were to be introduced if the half-convinced prospect was to be made into an actual user. The following terms, each standing for a clearly defined kind of laundry service, were introduced: "Prim-Prest," "Ho-mestic," "Rough Dry," "Float Ironed," "Thrif-T-Service," and "Wet Wash."

The national advertising was thus made far more direct, and the A.L.M.C. prepared an enormous amount of material which was put at the disposal of laundries at cost price The material consisted of blocks (with space left open to include the name and address of the specific laundry using it, as well as for a standard charge), artistically printed circular letters, folders, slips, showcards and van-panels.

The campaign is still going on to-day.

"The results have been excellent," Mr. Biddle wrote me. "At the time the campaign was inaugurated it was estimated that the laundries were only handling five per cent. of the possible business in the States. To-day the amount has been very materially increased. The exact percentage is difficult to determine, but I should say that an estimate would be somewhere between fifteen and twenty per cent. At present laundries are talking about a billion dollar business in the near future. It is judged that they have reached the five million dollar mark now."

The Earl of Derby to Open the Blackpool Convention

By J. Vincent, Hon. Organising Secretary

THE New Year will see the members of the Manchester Publicity Club getting down to the real work in connection with arrangements for Blackpool.

Much spade work has already been done, but much more remains to be done in order that we may entertain with success the 1,500 delegates whom we hope, and expect, to see at Blackpool.

We have been fortunate in securing the active support of the Civic Authorities concerned, and the Lord Mayor of Manchester and the Mayors of Salford and Blackpool have shown their interest by becoming Vice-Presidents of the Manchester Publicity Club. With the approval of the Advertising Association—or District 14—we have invited the Earl of Derby to open the Convention, and he has very kindly agreed to do so unless prevented by unforeseen circumstances. Lord Derby is, undoubtedly, the leading figure in Lancashire, and his interest will stimulate the interest of the County in the Convention in a manner which augurs well for its success.

It has been decided that the headquarters of the Convention shall be at the Imperial Hydro Hotel, which not only offers ample accommodation and adequate facilities for banquets, but is ideally situated on the North Promenade facing the sea.

Of course, all the Blackpool hotels face the sea, so that delegates may be sure of a plentiful supply of the health-giving ozone which has made Blackpool famous.

In conclusion, let me give a New Year message to every member of our profession—

To those I have met, good luck!
To those I have never met, good luck!
And may we all meet—at Blackpool!

Publicity Department for Leeds?

CONSIDERABLE interest has been aroused in commercial circles in Leeds by the suggestion put forward by Mr. T. F. Braime, in the current issue of the *Leeds Chamber of Commerce Journal*, that the Leeds Corporation should set up a scientifically organised propaganda and service department for the purpose of developing the resources of the city to the fullest extent.

There is no doubt that the proposal will meet with the fullest support of the Chamber of Commerce, and an interesting debate may be expected when Mr. Braime raises the question at a meeting of the Council of the Chamber early this year. In support of his proposal Mr. Braime has been obtaining information from centres in this country and abroad where publicity methods have been adopted.

Mr. Braime's view is that the exemption of process and production machinery from rating removes an embargo upon industrial progress in South Leeds, and this view receives support from manufacturers in the district who have suffered from this rating handicap in past years.

"I am quite sure," he said, in an interview with the *Yorkshire Post*, "that a publicity department would be a good investment for the city. The big industrial area of Hunslet and Holbeck is not in a position to go forward, and no stone should be left unturned to attract new industries to the city. We are starting at the right time with trade just on the turn, and there are many magnificent sites which are awaiting development.

"One of the first things I would suggest would be to place big permanent notices on every road coming into the city emphasising the possibilities of Leeds as a great manufacturing centre, and offering suitable sites and all facilities. Properly placed, these notices would attract the attention of all motor traffic going north and south."


EMPIRE NEWS
FOR A PROSPEROUS NEW YEAR
EMPIRE NEWS
PULLS AND PULLS AND PULLS
1926
TALLIS HOUSE, TALLIS ST., LONDON, E.C.4. &
WITHY GROVE, MANCHESTER.



go fishing

but not with rod and line.

Far more fascinating to them is the casting of the bait of sound advertisements upon the waters of publicity at the places and times most profitable to their clients. Their favourite sport is to investigate their clients' goods, production plan, and sales policy to discover a new or better advertising angle.

If that is the 'angle' you prefer we might go fishing together. Our 'phone number is Central 4202. Thank you.

Any manufacturer of Chocolates or a branded Toffee is cordially invited to get in touch with us regarding an R.N.R. - built scheme embodying the 3 P's of successful advertising

Pen
Policy
Pencil

A preliminary consultation without obligation could be arranged at once.

Have YOU had a copy of our latest Folder :— "THE TREE OF CONVICTION"?

Ruddock, Noller & Ruddock,

Specialists in the planning and placing of advertisements,

3, OLD JEWRY, CHEAPSIDE, E.C.2.

Telephone : Central 4202.



Ad. News in Brief

Many Important New Appointments for 1926—Co-operative Campaign for American Granite—Christmas Wedding Bells—Publicity Club and Manchester Civic Week—London Agencies Link Up

New Director



Mr. A. H. Williams

Mr. A. H. Williams, who has made many friends during his successful association with Selfridge's, was elected to a seat on the board of directors on Christmas Eve.

Change in Shoe Lane

Mr. W. R. Roberts, who has been advertisement manager of *London Opinion*, has been appointed advertisement manager of the *Evening Standard*.

"Big Six" Changes

Major W. Whittall has resigned his appointment as advertisement manager of the *Illustrated London News*. His place will be taken by Captain G. Young, of the *Tatler*.

New Appointment

Mr. Frederic C. Sibun has resigned his position as London Manager of Cross-Courtenay, Ltd., to take up an appointment with Wass, Pritchard & Co., Ltd., The Romney Press.

Southern Railway Advertising

From to-day (January 1) the two advertising departments of the Southern Railway—Publicity at Waterloo and Advertising at London Bridge—will be amalgamated to form the Advertising Department, Southern Railway, with offices at Waterloo Station. The new department, which will be a branch of the General Manager's office, will come under the control of Mr. John B. Elliot, assistant to the General Manager. Mr. F. V. Milton is appointed Assistant Advertising Manager. Mr. Milton was connected with the London and South Western Railway for many years, and was Chief of Publicity of that company on amalgamation. Mr. G. H. Dennis, formerly Chief of Advertising of the London, Brighton and South Coast Railway, retired at the end of 1925.

Wake Up, Aberdeen!

The American Granite Association at a recent meeting decided on a five-year programme to promote the industry. There will be a considerable annual expenditure on advertising for the next five years, and the Association have it in mind to establish a foreign sales department which, in addition to selling, will advertise American granite abroad, especially in South America and the Orient, "where American granites have practically no opposition."

In Association

Palmers Publicity Service will in future work in association with Pool's Advertising Service, Ltd. Mr. Reginald Palmer will direct the affairs of Palmer's Publicity Service as hitherto from 69, Fleet Street.

Pastures New



Mr. W. H. F. Ollis

Mr. W. H. F. Ollis has resigned his appointment with Weldons, Ltd., to take control of the Ollis Portable Gardening Set Co., Woodside Green, S.E. His many friends in Fleet Street and the Provinces will wish him every success in his new venture.

Staff Dinner

The annual staff dinner of the *Bazaar, Exchange and Mart* was held at the Florence Restaurant, W., last month. Mr. Ernest Edwards, one of the proprietors, presided, and Mr. Ernest Mynott, the manager, was largely responsible for an attractive musical programme. Dancing followed and a very enjoyable social evening was spent.

Wedding Bells

Mr. L. C. Blennerhassett, Manager of the London Research Bureau, was married to Miss Gertrude Buckley, of Ranelagh, Dublin, at St. Mary's, Cadogan Gardens, Chelsea, on Wednesday, last week. The reception and luncheon took place at the Royal Court Hotel, Sloane Square, prior to the departure for Ireland. Mr. Blennerhassett, who is well known in London and Dublin Advertising and Press circles, was formerly Advertising Manager at Messrs. Selfridge's Dublin Branch, and, subsequently, Assistant Advertising Manager at Selfridge's, Oxford Street, and was also associated with market research at Messrs. Saward, Baker & Co., Ltd.

A St. Bride's Wedding

Mr. Ronald Murrison Small, formerly of the WEEKLY staff, was married at St. Bride's Church, Fleet St., on December 19, to Miss Grace McCarthy, of Beckenham. The bride has given a great deal of her time to the work of the London Society for Teaching and Training the Blind, and 50 blind men and women were among the wedding guests.

Civic Week for Manchester

It is proposed that 1926 shall see the holding of a Civic Week in Manchester emulating those which were so successful in Liverpool, both in 1925 and 1924. The Lord Mayor has already discussed the matter with a deputation from the Manchester Publicity Club, the members of which have offered to co-operate in any way which will help to make the effort entirely successful.

30,000 Christmas Cards.

An attractive Christmas card was sent to 30,000 customers by Mackintosh's, the Halifax toffee manufacturers. The same "copy" as expressed greetings to all confectioners was used for a *Daily Mail* page on Christmas Eve, again as a "goodwill" rather than a direct "selling" appeal.

To All Its Advertisers

and

Supporters During 1925

THE

MORNING POST

after one of the most successful years in its career of a century and a half, extends

THANKS AND CORDIAL WISHES

for

PROSPERITY & GOOD FORTUNE

in the

NEW YEAR

MORNING POST.
346, Strand, London. W C. 2

PERCY WATSON.
Advertisement Manager

HD

COPY WILL HELP MAKE 1926 YOUR BEST YEAR YET!

Complete Suggestions without obligation

Harold Drabble Ltd
2&3 Norfolk St, Strand, London, W.C 2
Telephone: CENTRAL.2029
Telegrams: Adservag, Estrand, LONDON



Passing of Two Prominent Advertising Men

Captain Frank Holmes Wright

CAPTAIN FRANK HOLMES WRIGHT, a director of the London Press Exchange, died on December 21 at the Cottage Hospital, Surbiton, Surrey, following a serious operation. He was in his forty-third year.



Capt. F. H. Wright

Captain Wright's work in and for the London Press Exchange made him a widely known man. His special class of endeavour was the development of co-operative advertising, and he was greatly distinguished both in his activity and in his success in his particular field of effort. Campaigns which were, for the most part, both initiated and developed by him include those designed to enlarge the home consumption of British-grown tomatoes and cucumbers, milk, and British-made motor-cars. Other collective campaigns which he had a large part in developing have to do with the practice of professional photography, the preferential purchase of British-grown rose trees, the preservation of eyesight, the larger consumption of Australian dried fruit, and the preservation of property by means of paint and varnish.

Perhaps Captain Wright's most notable work was done in connection with the campaign for increasing the larger consumption of milk, which followed the formation of the National Milk Publicity Council. Two years of extraordinarily hard work were required, and over 100 meetings of farmers and dairymen were addressed by him.

Before his association with the London Press Exchange, Captain Wright was attached, throughout the full period of the war, to the 7th Wiltshire Regiment, and saw service in France, Salonica and India. Prior to the outbreak of the war he was in the Province of Alberta, Canada, engaged in newspaper work. He was educated at Manchester Grammar School and Owens College. He was a Freemason, being a member of the Lodge of Equity, No. 3692.

The funeral took place on Boxing Day, the interment being at Chessington Church, Surrey.

A resolution of sympathy was passed by the Board of the London Press Exchange at their meeting on Monday.

Mr. J. Stebbings

The death occurred on December 20 last of Mr. J. Stebbings, one of the most widely-known and respected figures in Fleet Street. Mr. Stebbings left business on Wednesday last week suffering from a chill, and succumbed to pneumonia.

He had been in the service of G. Street and Co., Ltd., for forty-three years, and was in his 58th year.

The funeral took place yesterday (Thursday) at New Southgate Cemetery, many advertising men being present. Among the numerous floral tributes were wreaths from the directors and staff of G. Street and Co., Fleet Street friends, and the Sons of Harmony.

An Appreciation—by F. Girling

Jack Stebbings—for it is as "Jack" we shall ever remember him—was known in so many different circles that it seems presumptuous for me to write of him; but having been a colleague in the same business house for over forty years, and having during that time enjoyed a friendship that extended beyond the hours of business, I am justified, I think, in penning these few lines of appreciation of a man whom we in advertising have liked, loved, and now have lost.

He was thorough in his work, and thorough in his play. Business hours to him were business hours, but after, many were the pursuits that attracted him.

He was a member of the Special Constabulary, a duty he took up during the war years and carried on through the years of peace. He was an enthusiastic amateur gardener and spent most of his week-ends in his garden. He was a member of the Wood Green Rifle Club, and a "shot" of no small order, having qualified as a marksman during his army service with the volunteers. But, perhaps, favourite of all his pastimes was that of angling. He was an ardent fisherman; and, as such, was target for all those whips and gags so often levied against the man who "goes-a-fishing." Yet it was typical of Jack that he took these all in good part. He was one of those rare men who can enjoy a joke cracked against themselves. That big fish in the Wood Green reservoir that he failed to catch, how we chided him about it! and how he enjoyed the chiding! The big fish is, and always was, a myth, but when we pass the reservoir, as we do most every day on the City and homeward journey, we shall think of the big heart of one who has gone but whose memory we shall ever cherish as the memory of a sportsman and a friend.

The "Morning Post"

The 21st annual general meeting of the *Morning Post*, Ltd., was held at the *Morning Post* offices last month, with the Duke of Northumberland in the chair.

The report and accounts for the year ended June 30 were read and passed.

In his speech to the shareholders the Chairman commented on the improved position of the *Morning Post* and on the good prospects that lay before them. The directors retiring by rotation, Sir Percy E. Bates, Bart., G.B.E., and Major J. S. Courtauld, M.C., M.P., were re-elected. On the motion of Lord Banbury, seconded by Mr. P. Lloyd, the following resolution was carried unanimously: "That the shareholders in annual general meeting desire to record a vote of thanks to the employees for their loyal and willing work, to which special reference is made in the directors' report on the production of the newspaper."

British Trade in Ulster

NO CUSTOMS BARRIER

Read "Ulster as a Potential Market" by The Rt. Hon. Thomas Moles, M.P., Deputy Speaker in the Parliament of Northern Ireland. You can obtain a copy post free, on application to the "Belfast Telegraph," 40-43 Fleet Street, London, E.C.4., or to the Head Office, Royal Avenue, Belfast.

CLUB NOTES & NEWS

What's On ?

The following Club meetings have been arranged for the coming week :—

London, Hotel Cecil, 7 p.m., Monday. "What shall I print it on?" Hotel Cecil, 8 p.m., Friday. Gala night.

Regent, Caxton Hall, Westminster, 7.30 p.m., Wednesday. Sir Charles Higham. "Advertising that is not done that ought to be done."

Manchester, Midland Hotel, 1 p.m., Tuesday. Open discussion on "Civic Week."

The Thirty Club—Circus Burlesque at Annual Dinner

The Thirty Club is rather "a close corporation," but once a year the doors are open to a goodly number of the friends of members and the proceedings are of an unusual nature. Such was the case last week when on Tuesday the members held their annual unconventional evening and treated themselves and friends to a most entertaining time at the Café Royal. The curtain at the end of the reception room parted and a clown beating a big drum and accompanied by a showman summoned the diners to "walk up" and take their places in the larger room where displayed on the walls were wonderful lithos of scenes in the circus ring. The dinner was well under way to the accompaniment of a military band (of five) when the showman appeared from a side entrance in a costume that stamped him as a lion tamer, cracking his whip, summoned two attendants who with deliberation chalked out a white ring in the centre of the room and proceeded to cover it with sawdust. Then the show really started. In succession there appeared "the fair equestrienne" (albeit somewhat plump) who gave a "marvellous" performance on and off a pantomime horse, a fire-eating specimen of the strong man type whose turn was



The stalwarts who comprise the Organising Committee of the Publicity Club of London Gala—to be held at the Hotel Cecil on Friday—have been racking their brains for months. Good ideas have come to them in abundance. (*See right hand picture for result*)

The GRAPHIC. *A Quarter of a Century of World Progress 1900-1925*

THE rate of world progress has rarely been regular, and the last 25 years have seen the most remarkable eclipse of all previous records for progressive rapidity. The present year marks the completion of a most eventful and exhilarating quarter century and is the most fitting moment for a comprehensive and expert survey of this actual dwarfing of a past generation's proud successes.

This is what the *Graphic* Special Issue—"A Quarter of a Century of World Progress 1900-1925"—sets out to do. New Social movements, new inventions in the fields of Industry, Commerce, Science and Medicine; new achievements, new conquests—all are featured and described therein. They are analysed by leading authorities, men who combine special knowledge of their subject with a gift of literary expression. Produced with the artistic fastidiousness characteristic of the *Graphic* itself, it is an exceptional publication at the unexceptional price of 1/- and will be heavily in demand.

Advertisement Rates
£100 per page and pro rata



This Special Number will form a treasured possession of the many thousands of people who will read it, and is consequently an unrivalled and quasi-permanent medium for the advertisements of all high-class commodities.

SPECIAL ISSUE
out JAN. 16, 1926

116-117, Fleet Street, E.C.4.

Director of Advertising.

Make it Well
Pack it Well
Say it Well

and you will sell it
through

The Daily Telegraph

The paper in which
Truth, Sincerity and
Conviction are
recognised

H. G. REEVES,
Advertisement Manager.

138, Fleet St.,
London, E.C.4



There's the Information I want –

right at my very finger tips-

The population of all the principal towns in the British Isles.

The populations of the four great divisions of England—centred at London, Manchester, Hull and Bristol.

The various populations within radii of 25, 50, 75 and 100 miles of those centres.

Have these figures at your finger-tips. A Dorland's Zone and Population Map in your office will make for better distribution of your advertisement appropriation.

Price, unmounted, 1s. 3d.; mounted, 4s. 6d. post free.

Obtainable from
The Dorland Agency, Ltd.,
Dorland House, 14, Regent Street,
London, S.W.1.

DORLAND'S ZONE and POPULATION MAP

THE "MODEL" METHOD OF ADVERTISING.
PUBLICITY THAT PAYS.
ALBRICO PAPIER MACHE MODELS for WINDOW DISPLAY.
As used by many of the leading Advertisers.
Before making appropriations, Advertisers are invited to send their requirements, when sketches and quotations will be supplied.
ALBRICO CO. (NOTTM.), LTD., DAYBROOK, NOTTS.

distinctly original not to say laughable, an amazing lion-taming act complete in cage, and a side-splitting reproduction of a bull fight. These were the principal acts in a most varied programme which had laughter-raising interludes both according to plan and unexpectedly. As an after-dinner show the humorists of the Thirty Club excelled themselves in their originality and inventive genius and worked hard and heartily for the enjoyment of one of the most delighted audiences possible to play before.

Regent — Lady Astor at the Annual Dinner

Viscountess Astor was the principal guest at the annual dinner on December 17, at the Grand Hotel, when the president, Sir Charles Higham, presided over a large and cheery gathering. Proposing the toast of "The Advertising Club Movement," Sir Charles said that the movement could have considerable influence in civic life. Advertising could do more than put advertisements in newspapers. It was a far greater calling than many understood or believed. Great newspapers were bought not altogether for the editorial pages but for the interesting news in the advertisements. The great advantage of the club movement was that it encouraged the best way to learn, which was to interchange thought. It showed how to give away what had been learned to others. He urged men and women to join clubs, not for what they got out of them but for what they could put into them. Lt.-Col. E. F. Lawson replied to the toast.

Lady Astor, replying to the toast of "The Visitors," proposed by Mr. H. M. Mason, said she thought that both the Press and the advertisers overrated themselves. If they were advertising something good they would get on, but the use of a great newspaper for self-advertisement was an appalling degradation. Advertising, she said, had certain merits. England was behind America and would not ever catch up, but did not need to do so in certain ways. America was younger and might in time catch up to the self-complacency of Britain. She was an unrepentant Anglo-Saxon, but she recognised that the two countries were entirely different in methods and modes. If advertising were too snappy in England nobody would believe it. Great developments were going to be made and she was glad to recognise that women were going to play a big part. They were going to help along advertising. They had not been long enough in public life to have the awful past that men had.

Sir Charles Higham presented the Cups won in the various competitions run by the Club, the winners being :—

Higham Challenge Cup, Mr. Sydney T. Smith ; Goodenough Challenge Cup, Mr. R. Breslin ; Caxton Cup, Miss H. K. Munro.

He also presented various prizes to the runners up and announced that the five best advertisements for bedroom gas fires sent in for the Goodenough Cup would be used by the Gas Light and Coke Co. during the ensuing year.

P.N.R.A.—Juniors as Guests at Annual Dinner

The Provincial Newspaper Representatives Assistants have previously held two successful smoking concerts during the year, and on Monday, December 21, they held their first Christmas Dinner. It was so successful that it has now been decided it shall be an annual event. The junior members of the principal advertising agents were invited, the result being that fifty sat down with Mr. William Gunning, of the *Newcastle North Mail*, in the chair. The guest of the evening, Mr. E. W. Folkes, of the *Belfast News-Letter*, replied to the toast of "The Managers," proposed by the Chairman. Other toasts were "The Assistants," proposed by Mr. E. Trigg, of the *Kent Messenger*, responded to by Mr. R. Cox, of the *Irish Independent*, "The Agents," proposed by Mr. G. Jackson, *Yorkshire Herald*, response, Mr. F. Addison (Messrs. Street and Co.) and S. Finkle (Messrs. W. J. Southcombe). A vote of thanks to the chairman was proposed by Mr. T. Browne, of the *Birmingham Gazette*.

An excellent musical programme, given by the members present, was arranged by Mr. G. Jackson.

Aldwych—Cabaret Programme Secrets

So heavy has been the demand for tickets for the Aldwych Club Cabaret that this annual event, at the Connaught Rooms on Friday the 15th, promises to set up a record in attendance. The entertainment is in the experienced hands of Mr. P. J. S. Richardson. It is understood that three first-class dance bands have been engaged, several popular concert artistes to entertain during dinner, and what will in particular appeal to the ladies present a display of coming fashions by Isobel, of Regent Street, W., and Harrogate.



The Regent Club Annual Dinner at the Grand Hotel

"The only way to be noticed is to be seen!"

"MODERN TRANSPORT"

MARKETING OPPORTUNITIES



Advertising Furniture

With nett sales largely exceeding **3,000,000 copies** per issue, the NEWS OF THE WORLD goes into a third of this country's homes, which on a low estimate, total at least 10,000,000 dwellings.

These figures show that the NEWS OF THE WORLD each week enters more than **3,000,000 homes where furniture is in constant use and demand.** The opportunities provided by this paper for advertisers who meet the needs of this profitable market are unrivalled.

NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.

NEW YEAR RESOLUTIONS

Why does the average man make resolutions at the beginning of the New Year? Largely, no doubt, because it is the custom: for the reason, possibly, that it is the time for setting one's house in order—of taking stock of things—of looking backward and forward—of contemplating the errors of the past and making firm resolves to guard against them in the future—"Checking up" as it were.

The idea is an old one, but it is still popular, and the chances are that it will continue for some time to come. Decisions made at this time of the year should be right ones—and they should be persevered in. They should not be observed for a few days or a few weeks and then be forgotten. Having once put them in force, there should be no let up in energy—in determination to make the future better.

In the work that comes to the Advertiser, it is essential that the best thought possessed be always employed. To do one's best, to strive to accomplish something that will help others, and at the same time be a pleasure and benefit to ourselves, to have love for the work engaged in—all those are essential.

With the new problems that are constantly being presented, with difficulties of one kind and another that obstruct our path: with the never ending competition that is always encountered, it is not strange that some become discouraged.

There is no reason, however, for allowing such to bar our progress. Every obstacle can be overcome by meeting it in the right spirit. Look on the bright side, put your shoulder to the wheel and do your best. It is easy when you know how, and do not overlook that

GOOD ADVERTISING WILL ALWAYS HELP.

It has, it can, and it will.

POOL'S

ADVERTISING SERVICE, Ltd.

180-181, FLEET ST LONDON, E.C.4

Telephones:
City 1473, 1474, 1097.

CITY OFFICE
For Financial Advertising:
65, London Wall, E.C.2
Telephones:
London Wall 8038, 8039

MANCHESTER OFFICE:
1, Princess Street, Albert Square, MANCHESTER

Established Over Sixty Years

Fleet Street—Large Gathering at Christmas Luncheon

One outstanding feature of the programme of the Fleet Street Club has always been the annual Christmas luncheon which members old and new have regularly made a point of attending and taking with them friends from the agencies. That held on Wednesday in last week at the King's Hall, Holborn Restaurant, reached the customary high level of social enjoyment and hearty good fellowship. There was the usual excellent luncheon of seasonable fare, a brief word or two of welcome from the chairman, Mr. S. A. Willmott, whose "swan song" it was as president for the year, and due acknowledgment from visitors present. The after-luncheon concert, contributed by amateur and professional friends, was first-class in quality and interesting enough to keep a large audience together till the end of the proceedings. Mr. S. G. Coram made a collection for the children of Bart.'s Hospital which reached the handsome sum of £50.

The annual general meeting of the Club was held at the Temple Bar Restaurant on Wednesday night, when the report and other business was submitted, and the election of officers and committee took place.

Ulster—Luncheon to President Sir Robert Baird

The departure on a health tour in South Africa of Sir Robert Baird, D.L., president of the Advertising Club of Ulster, was made the occasion for a luncheon to to wish Sir Robert bon voyage and convey, through him, fraternal greetings to the Publicity Club of South Africa.

Mr. Samuel Berkeley, J.P., presided.

Sir Robert, in responding, thanked the members of the Club for the compliment and said he was particularly pleased to see among them Mr. John Stevenson, who was one of the pioneers of Advertising in Ireland. Since he (Sir Robert) started business on his own account in the 'seventies, advertising had made strides, but the art of publicity was one in which there was still much room for development and expansion. While they were still behind America and the Colonies in the general recognition of the value of advertising on the part of manufacturers and merchants, they were gradually achieving a more favourable position. The advertising clubs gave a big impetus in that direction, and the Ulster Club was doing excellent work in the city of Belfast by teaching the young people the science of publicity through the medium of the classes established in 1924, which were still in operation under the guidance of Mr. G. H. O. Strick.

Mr. Strick then handed to Sir Robert two boxes of handkerchiefs for Mr. and Mrs. Cecil Sibbett with appropriate greetings. He remarked that Mr. Sibbett was the founder and president of the first advertising agency in South Africa, a member of the Capetown City Council, and had been a delegate to the International Advertising Convention at Wembley, in July, 1924. He was also one of the two honorary members of the Advertising Club of Ulster.

Birmingham — Successful First Annual Dinner.

The first annual dinner of the Club was held at the Imperial Hotel, Birmingham, on December 16. Mr. F. H. Headley (Tan-Sad, Ltd.) was in the chair, and there was a representative attendance,

The chairman gave the toast of "The Birmingham Publicity Club."

He was quite certain, he said, that bodies such as the Birmingham Publicity Club were going to take a big part in bringing back to this country some of its lost export trade. He trusted that in that organisation as much as possible would be done by one member for another. It was impossible to get the maximum of good out of such an Association unless the members were willing to give enough.

Mr. Walter Henman, replying to the toast, said that the Club had not as yet a very long history. This was their first annual dinner; they had had some good ordinary meetings, but this was the first social function upon which the Club had ventured.

He hoped their aims would be steadily advanced through the medium of the Club. He saw no reason why they should not become a kind of Chamber of Commerce in advertising. They proposed to institute some educational scheme so that the younger members of the profession might be able to obtain that knowledge which was essential to their success in the discharge of their duties.

Mr. Norman Tiptaft said that if the advertising specialists could shake up our conservative manufacturers it would be a good thing for British trade. He believed that the advertising expert had a great future, and he believed that it was possible for him to do a great deal to expand the trade of the country. No Government and no politicians could do anything in this direction. It depended upon the manufacturer and the advertising man, not upon Governments and politicians.

Mr. J. A. Stead, the Hon. Sec., made a brief announcement in regard to the future of the Club, and said they were making good headway with the programme for next session. They had fixed up some excellent addresses: they were going to have a couple of debates, and they were going to have another social evening.

Dublin—"The Newspaper as an Industry"

An interesting address on "The Newspaper as an Industry" was given by Dr. W. Lombard Murphy, Chairman, Independent Newspapers, Ltd., at the Publicity Club Luncheon, in Clery's Restaurant, on December 17.

Dr. Murphy said that everyone in this country, no matter what his politics, cried out, and rightly, for the development of Irish industries. What he wanted to impress on all was that the newspapers were not only organisations for giving the public news, not only mediums by which traders might come in contact with their customers, not only organs of opinion, but also—and perhaps from the State point of view, most important—great Irish industries which had been built up by years of hard work, and by enormous expenditure of time, energy, and money.

Speaking of the advertisement side of the newspaper, he said, advertisement, as they knew, formed the bridge between buyer and seller, bringing them into touch with each other, and was, therefore, a great force in stimulating industry. When an article from another country was sold in that country it was an import and went to the debit side of their trade balance. But he thought they might fairly claim that advertisement space in a newspaper here paid for by other countries was an invisible export standing to the credit of Ireland.

Mr. J. J. Walsh, Minister for Posts and Telegraphs, and Mr. J. C. M. Eason also

Telegrams
ILLUSTRATED
ESTRAND
LONDON.

THE ILLUSTRATED LONDON NEWS

Telephone
CENTRAL
7250
(7 LINES)

PROPRIETORS
THE ILLUSTRATED LONDON NEWS & SKETCH LTD

THE BIG SIX
THE ILLUSTRATED LONDON NEWS, THE SPHERE,
THE SKETCH, THE TATLER, EVE (THE LADY'S PICTORIAL)
THE ILLUSTRATED SPORTING & DRAMATIC NEWS

PARIS,
13, 15, RUE TAITBOUT,
BOULEVARD DES ITALIENS.

ADVERTISING OFFICES,
172, STRAND, W.C. 2.

28th December, 1925.

Dear Sir,

It is with great regret that I have found it necessary to relinquish my position as Advertisement Manager of The Illustrated London News, in order to more closely associate myself with the Car Publishing Company, in which I have a considerable interest.

This is a short letter merely to ask you to accord the same courtesy and consideration to my successor, Capt. G. YOUNG, as you invariably have to me in the past.

Believe me,
Yours truly,

W. W. Pitcairn

A NEW SIGNI

THE "Sunday Chronicle" House many artists during 1925. It is in which resides a family whose are anxious to cultivate.

With the progress of the New Year, House assumes a new significance, and concrete. It will be talked about wherever in house and domestic problems—in fact,

1926 will be a big year for the a

SUNDAY CHR

SUNDAY CHRONICLE
THE SUNDAY JOURNAL OF THE WELL-TO DO

CANCE

been depicted by
od house—a house
tom all advertisers

Sunday Chronicle
in fact become
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ver the Kingdom.

tisers in the

NICLE





PRECISION

Just as, a generation or more ago, it was the degree of precision with which he followed each delicate line and shade of the original, that determined the skill of the engraver, upon steel—so is it to-day with the modern block-maker. Need for precision still reigns paramount—nothing less than the most faithful reproduction either is, or should be, considered. That all of our work fulfils this high standard is a source of pride to—

GEE & WATSON
111 SHOE LANE EC4.

'Phones: { Central 1804. City 5971.

"Blocks That Tell
ARE THE
Blocks That Sell"

Co-operative Campaign for Plywood

£12,000 Advertising Scheme Proposed

A CO-OPERATIVE advertising campaign for the plywood trade is being planned. The development of this comparatively new production has been so rapid that the need for some organised effort to make its many uses more widely known is fully realised.

A Plywood Propaganda Association has been formed, with representatives of five leading firms forming an Organising Committee. According to a letter sent out to the trade by this committee, "the Association will seek to create new outlets for plywood in the chief consuming industries by circulating books, papers and other literary matter bearing upon the industry. Special attention will be called to the subject by means of articles, advertisements, and paragraphs in suitable journals circulating among the general public, and in technical journals reaching trades likely to be interested. It is also proposed to arrange for displays at suitable trade and other exhibitions, educational cinema films, and other forms of publicity."

An expenditure of about £12,000 is estimated to be necessary to operate the scheme for the first two years, and a substantial sum has been promised by leading shippers, agents and importers.

"Eat More Fruit"

Organisation of the Co-operative Campaign—Plans for Next Year

THE "Eat More Fruit" campaign has become a classic among co-operative efforts, and the second report of the Fruit Traders' Federations on National Advertising, covering the year 1924-25, contains much to interest and to stimulate.

The basic idea of the campaign remained the same during the year under review as in the initial effort, but its scope became a good deal wider.

A very notable feature of the year's efforts was the work of the Retailers' Propaganda Association, which achieved a far-reaching success in securing retail co-operation. During the first year's campaign sales-helps of all kinds were supplied to the retailers free of charge. Much of this material was heedlessly wasted—"things that cost nothing being treated as of no value," comments the report.

10,000 Subscribers

Five hundred retailers who had already shown interest in the "Eat More Fruit" campaign were first circularised with a general proposal for the Association. The response was "overwhelming," and eventually the Retailers' Propaganda Association became a smoothly working organisation of no less than 10,000 traders, each contributing an annual payment. Some of the operations of the Association have been on a tremendous scale. Over 40,000,000 printed bags were distributed at no cost to the general fund and 300,000 "Eat More Fruit" balloons were purchased by retailers.

Over 1,000 free sites were given by retailers throughout the country for the display of the 16-sheet coloured poster. Such sales-helps as price tickets, electric signs, and so on, sold through the Association, appeared everywhere.

Press advertising was again a principal plank in the campaign. From October to March, never a week passed without "Eat More Fruit" announcements being published in a good list of media. Increased use was made of the covers of popular periodicals for inserting advertisements in colour.

In addition to the 1,000 sites provided by retailers, 5,000 paid-for sites were used to exhibit the 16-sheet poster. Posters were also displayed on carriers' vans.

If the reduced facsimile of the poster published with the report does it justice one would say that it was executed by a first-class still-life artist. Unfortunately, however, the design includes not only still life, in the form of a most attractive dish of fruit, but also two human figures.

Following out the idea that anything bought is more appreciated than a free gift, the Fruit Recipe Book produced in connection with the campaign was sold to the public at a price of threepence. A quarter of a million copies were purchased by direct application or through retailers.

An interesting feature of the campaign was the use of two "Eat More Fruit" motor vans, brightly and attractively decorated. These vans not only sold and distributed propaganda to the retailer, but also gained considerable attention along the thousands of miles covered by their journeys. At many places they were the pivots of successful "Fruit Weeks."

A prominent stand was taken at the Nation's Food Exhibition in the Spring, and at Wembley a large number of "Eat More Fruit" kiosks did useful work.

In the way of "stunts," the campaign has been particularly fortunate. The fox-trot song became a popular hit, and on many carnival and gala days, and at fancy dress balls, prominence was given to appropriate balloons, novelties, and costumes.

News Items

The report also refers to the fact that "once again the general news columns of the nation's Press contained an amazing number of editorial references bearing directly on the value of fruit and the place it should have in the national dietary. Altogether these 'editorials' were upon a very high educational value—proof positive that the general policy of the 'Eat More Fruit' campaign was wisely planned."

During the present year, 1925-26, the campaign is to be represented prominently in the advertising columns of leading newspapers and popular periodicals. Following the success of advertisements in colour in the woman's home journals extended use will be made of these media. A new poster has been designed for national display on the hoardings, and, says the report, "the 'editorial' side of the effort will again receive very careful attention."



DAILY GRAPHIC

TALLIS HOUSE, TALLIS STREET,
LONDON, E.C.4
Telephone
City
2121

ROBERT THORNBERRY — ADVERTISEMENT MANAGER

Publication Notes and News

Choosing a Career

A novel and useful composite page, entitled "Choosing a Career for Sons and Daughters," was published in the *Daily Telegraph* of December 21. All reading matter, it consisted of reader-advertisements for training schools and courses of all kinds.

"The 54th Parallel"

Mr. J. Murray Allison, in his new booklet, "The 54th Parallel of Latitude," has not only written a very successful advertisement, but has—as might be expected of him—added a valuable contribution to advertising thought. Briefly, he shows that the 54th parallel, which touches the northern edge of the industrial area around Manchester, marks a psychological division of Great Britain. North of it we find conditions totally dissimilar from those to the south. And on this contention is based a convincing argument for the Newcastle and Glasgow groups of the Allied Northern Newspapers, Ltd. It is hardly necessary to add that the little volume is beautifully printed and produced.

Largest Ever

"This issue is the largest evening paper ever printed in Hull" announced a streamline on the front page of the *Hull Evening News* of December 21. It consisted of 20 pages, the centre eight forming a Christmas Shopping Supplement.

"Education"

The official report of the forthcoming North of England Education Conference will be published in a specially enlarged issue of *Education* (the organ of the Local Education Authorities) on January 15.

"Cape Times Annual"

The *Cape Times* occupies a prominent position among the newspapers of the Empire, and the *Annual* issued by its publishers is always of considerable interest. The 1925 *Cape Times Annual* is no exception. It holds the mirror up to many phases of life in South Africa, and carries a good deal of local and British advertising.

Live Mailing Lists

That invaluable work of reference, *Kelly's Post Office London Directory* (55s. post free), is just published for 1926, this being the 127th edition. The book runs into some 4,000 pages, and has been carefully revised, the corrections on some of the pages running into no less than 50 per cent. of the names.

It covers, as ever, practically all of the multitudinous phases of London's commercial and public life, while the lists of private residents are remarkably complete. Comprehensive cross-indexing makes quick reference easy.

It offers not one live mailing list, but a number, covering many interests.

Perthshire, 1925

An "annual" that provides a vivid and comprehensive record of city and county events is just published by the *Perthshire Advertiser*. Such a publication can only be rendered possible by an uncommonly strong knowledge of people, conditions, and events in the area covered, and the paper is to be congratulated not only on its enterprise, but also on the practical ability to conduct such an effort with success. Paper and production are excellent, and a large number of well-selected photographs add to the interest of an outstanding issue.

Wireless at Christmas

In thousands of homes Christmas was quite a wireless festival, and some attractive special numbers issued by the publishers of wireless magazines must have been widely read and appreciated. Notable among them was *Popular Wireless*, comprising 104 pages—60 of advertisements—and with a bright coloured cover.

Christmas in Newry

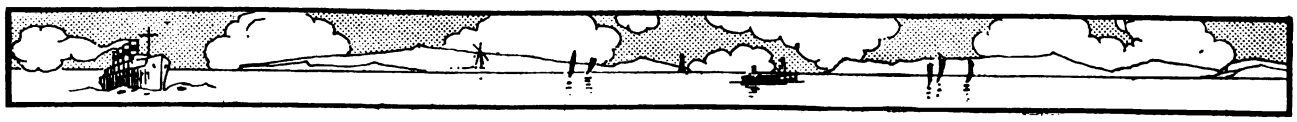
Many interesting articles, reminiscent and historical, made the Christmas number of the *Newry Reporter* of outstanding interest. Many local residents will keep this issue in their libraries.

New House Organ

"Number One" of the *Relay Recorder*, issued by the Relay Automatic Telephone Co., Ltd., has been published. Its bright contents are attractively printed and presented.

M.T.R. 1926 Edition

The new edition of Motor Technical Records (the card index of the car world) for 1926 has just been published by Dillon, Marsh & Co., Ltd. M.T.R. Specification Cards have now become a standard work of reference with many garages and dealers.



LOOK TO NEW LANDS FOR NEW MARKETS

ESPECIALLY AUSTRALIA

Australia has 7,000,000 people with the same likes and dislikes, the same penchants and the same prejudices as ourselves.

There is this one important difference, Australian wage-earners—men and women—have more money to spend than their opposite numbers in this country.

The experience of manufacturers who market their goods in Australia proves that field to be the one most readily susceptible to good advertising, and Empire products find preference over foreign-made lines.

The Samson Clark Service is now on the spot in Melbourne and is ready to render expert service to manufacturers, merchants and brother advertising agents. An interview on selling and advertising your goods in any part of the Empire will cost you nothing but the time you allot us for it.

May we call and see you?

SAMSON CLARK & CO., LTD.

ADVERTISING SERVICE

57-59-61, MORTIMER STREET, LONDON, W.1.

Telegrams: "*Unsullied*," *London*. *Telephone*: *Museum* 8060 (10 *lines*).

Australian Office: TEMPLE COURT, LITTLE COLLINS STREET, MELBOURNE.





Carlton *has now built up a* FASHION STUDIO

It has taken over five years to get this staff together and trained to the Carlton idea of quality. We are now able to give our clients quickly any class of fashion work required, whether it is a regular fashion drawing for catalogue illustration (which costs from one guinea upwards), or a really important fashion painting from ten to thirty guineas, or something between these extremes.

You will know if you buy Carlton Fashion work that you are getting the best at the price.

CARLTON STUDIO LTD.
Carlton House
Gt. Queen St.
Kingsway
W.C.2.

♦

1926

The making of New Year Resolutions is an admirable idea, so also is the preparing of advertising schemes for the progress of your business. New Year appropriations should contain the four papers of the NORTHERN PRESS,

The Shields Daily Gazette,
The Shields Daily News,
The Blyth News, Ashington Post,
and the
Alnwick & County Gazette & Guardian,

which cover the North-East Coast from the Tyne to the Tweed.

For full particulars communicate with :

MR. H. SMALE, 185, FLEET STREET, LONDON, E.C.4,
OR
MR. T. W. GRAHAM, THE NORTHERN PRESS LTD.,
BARRINGTON STREET, SOUTH SHIELDS.

FIXING UNDERTAKEN IN ANY PART OF THE COUNTRY



HARRIS THE SIGN KING
30, Victoria Street, Westminster, S.W.
Works: 182a, Shirland Road, W.9.

IF YOU ARE AMBITIOUS

for yourself and for advertising, join

THE
REGENT
ADVERTISING CLUB

Annual Subscription **7/6**

Write to the Hon. Secretary
MISS M. G. ATKINS
43, BEDFORD STREET, STRAND, W.C.2.

The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

LEGAL NEWS

In the Mayor's and City of London Court, before Judge Shewell Cooper, on December 14, Mr. A. B. Lyall, 27, Chatsworth Road, West Bridgeford, Nottingham, sued Walton Harvey, Ltd., advertising agents, 147, Fleet Street, E.C., for £15 balance of commission due on money collected at the defendant's request, and on orders for advertisements obtained for the defendants. The plaintiff's case was that he obtained numbers of advertisements for the defendants to be displayed in trams and 'buses in London. Plaintiff alleged that he was to be paid a commission of 20 per cent. upon all orders accepted, whereas the defendants' contention was that the arrangement was that the plaintiff was to receive commission only on orders for which the defendants received payment in due course. Plaintiff also said that by arrangement between the parties he collected bad debts where he could and received 20 per cent. commission for so doing upon the amount collected. Mr. Lyall gave evidence in support of his claim, and said that the contract which he set up was made between him and Mr. Marcus Smith, a director of the defendant company. He denied that anything was said about orders having to be paid for before he received his commission. So long as the order was accepted he had done his part, and was entitled to be paid.

Mr. Walton Harvey gave evidence on behalf of the defendants, and said he was present when the agreement was made. The advertising, for which the plaintiff solicited advertisements, was a branch which his company had only recently undertaken, and it turned out that many of the orders which the plaintiff got became bad debts, as they were given by small retailers, who very often shut up their shops and left without any indication of their whereabouts. Mr. Harvey admitted that the plaintiff had a right to 20 per cent. on sums which he collected, and had been given credit therefor.

A counter-claim was put in by the defendants for £119 5s. 11d., balance of commission over paid and sums collected by the plaintiff. This was subsequently reduced by half, and in the result, Judge Shewell Cooper said that as to the contract between the parties, after listening carefully to the evidence, his conclusion was that the plaintiff was to receive 20 per cent. commission on orders obtained by him and accepted by the defendants, and that that commission was not subject to subsequent satisfactory conclusion of the contract. His Lordship gave judgment for the plaintiff for £5 16s. on the claim, and for the defendants for £11 12s. on the counter-claim. The plaintiff would have such costs as £5 would entitle him to, and the defendants similar costs for the amount for which they had succeeded.

PARTNERSHIP DISSOLVED

Sydney Dallaway, Harold Mundy, and **George Frederick Storer Goodwin,** carrying on business as electric sign manufacturers, of 7, Chichester Rents, Chancery Lane, W.C., under the style of the Electric Publicity Co. Partnership mutually dissolved as from December 8, 1925.

MEETINGS TO HEAR LIQUIDATOR'S REPORTS

Argus Printing Co., Ltd. General meeting at Kennan's House, Crown Court, Cheapside, E.C., on January 22, at 11 a.m. Liquidator, H. M. Morris.

British Illustrations, Ltd. General Meeting at 2, Gray's Inn Place, W.C., on January 29, at 2.30 p.m. Liquidator, H. C. K. Bradley.

Klydo, Ltd. General meeting at Institute of Chartered Accountants, Great Swan Alley, Moorgate, E.C., on February 1, at 12 noon. Liquidator, E. H. Miller.

DEED OF ASSIGNMENT

In the Matter of a Deed of Assignment for the benefit of creditors, dated April 15, 1925, executed by **Philip Allingham** and **Ernest Allingham,** trading as J. C. Francis & Co., at 131, Fleet Street, E.C.4, Advertising Agents. Claims by January 1, to A. G. White, trustee, 14, Old Jewry Chambers, E.C.2.

PUBLIC EXAMINATION

Cornelius Hallen Planck, 12, Compton Road, Brighton, and lately carrying on business at 26, Henrietta Street, Strand, London, Poster and Showcard Specialist. (110 of 1925.) Public Examination, 11 a.m., January 27, at Court House, Church Street, Brighton. (Adjudication, December 12, 1925.)

APPOINTMENT OF TRUSTEE

Arthur William Forster Wright, described in the Receiving Order as A. W. Forster-Wright, 54, Grosvenor Road, Westminster, London, Advertising Contractor. (1327 of 1925.) Trustee, G. H. Lawrence, Cross Keys House, 56, Moorgate, E.C., Incorporated Accountant. Appointment dated December 10, 1925.

RELEASE OF TRUSTEE

James William Cusden, described in the Receiving Order as Cusden Junior (a firm), of 21, John Street, W.C., Advertising Agent, and also carrying on business at 55, Castle Street, Reading. (500 of 1923.) Trustee, W. J. H. Boyle, Bankruptcy Buildings, Carey Street, W.C., Senior Official Receiver. Release dated December 8, 1925.

DIVIDEND

Claude Herbert Oscar Stanton, described in the Receiving Order as Oscar Stanton, 54, Sussex Place, South Kensington, London, lately carrying on business at 1, Newman Street, Oxford Street, London, Advertising Agent. (742 of 1923.) First and final dividend of 1s. 1¾d. per £, payable any day (except Saturday) between 11 a.m. and 2 p.m. at Bankruptcy Buildings, Carey Street, W.C.

NEW COMPANIES

[*Compiled for the* ADVERTISER'S WEEKLY *by the Information Bureau, Ltd., 140, Strand, W.C. 2.*]

Alfred Bates & Son, Ltd. (210,333). was registered as a private company, on December 12, with a nominal capital of £100,000 in £1 shares. The objects are :—To acquire the undertaking of Alfred Bates & Co., Ltd., and to carry on the business of advertising agents and contractors, printers, publishers, newspaper proprietors, etc., The first directors are : A. C. Cosher Bates, A. E. Cosher Bates. Registered office :—132/4, Fleet Street, E.C.4. The file number is 210,333.

The Associated Sporting Press (210,354) was registered as a "private" company on December 14, with a nominal capital of £50,000 in £1 shares. The objects are to carry on the business of publishers, printers and distributors of sporting and general periodicals and books on racing and sporting matters, promoters of competitions, organisers of all forms of sporting enterprises, advisers on racing and sporting matters, etc. The permanent directors are: A. C. C. Bates and A. E. C. Bates (both directors of Alfred Bates and Co., Ltd.). Registered office: 166, Fleet Street, E.C. 4.

Mutagraph (Scotland), Ltd. (13,911). Private company. Registered in Edinburgh, December 7. Capital £5,000 in £1 shares. Objects:—To carry on the business of advertising contractors by means of mechanically operated signalling apparatus, specialists in all kinds of outdoor publicity, etc. The subscribers are:—Wm. MacAndrews, Thomas Galbraith, J. P. Naylor is the first director. Secretary:—H. Stevenson. Registered Office:—166, Buchanan Street, Glasgow.

Press and General Publicity Service, Ltd. (210498).—Private company. Registered December 19. Capital £5,000 in £1 shares (3,000 participating preference and 2,000 ordinary). Objects: To acquire the business of advertising agents under the names of "Press and General Publicity Service," "The Kite and International Sign Company," and the "Louise and Gilbert Wright Art Service," carried on by E. E. Rice and F. H. Linforth, at 2 and 3, Stonecutter Street, E.C.4. The first directors are E. E. Rice and F. H. Linforth. Registered office, 2-3, Stonecutter Street, E.C.4.

Langheck & Co., Ltd. (210647).—Private company. Registered December 24. Capital £3,030 in 3,000 10 per cent. cumulative preference shares of £1 each and 600 ordinary shares of 1s. each. Objects: To carry on the business of dealers in all kinds of gelatine goods, fancy papers, show cards and other material for advertising and wrapping goods and products, etc. Registered office, 4, New London Street, E.C.3.

White Service, Ltd. (210532).—Private company. Registered December 21. Capital £100 in £1 shares. Objects: To promote, protect, maintain, finance and develop by canvassing, advertising, publicity campaign or otherwise, the growth, cultivation, distribution, sale and consumption of fruit and vegetable products, etc. Solicitors, Rollit and Farrell, Cogan House, Bowlalley Lane, Hull.

S. M. Elton, Ltd. (210528).—Private company. Registered December 21. Capital £500 in £1 shares. Objects: To carry on in the United Kingdom, Europe and elsewhere the business of dealers in advertising novelties. The first directors are S. M. Elton and Mrs. R. Finkleston. Registered office, 28, Cowcross Street, E.C.1.

Exhibition Trains, Ltd. (201,343) was registered as a "private" company on December 14, with nominal capital of £1,000 in £1 shares. The objects are: To establish, organise, carry on and assist in the business of exhibition contractors and publicity agents; to purchase, take on lease or hire any public hall, assembly rooms, railway trains, or any other property for the purpose of holding any Exhibition or for other purposes, etc. Registered office:—Broad Street House, New Broad Street, E.C. 2.

1926—Foreign Markets.

"SELL BRITISH GOODS."

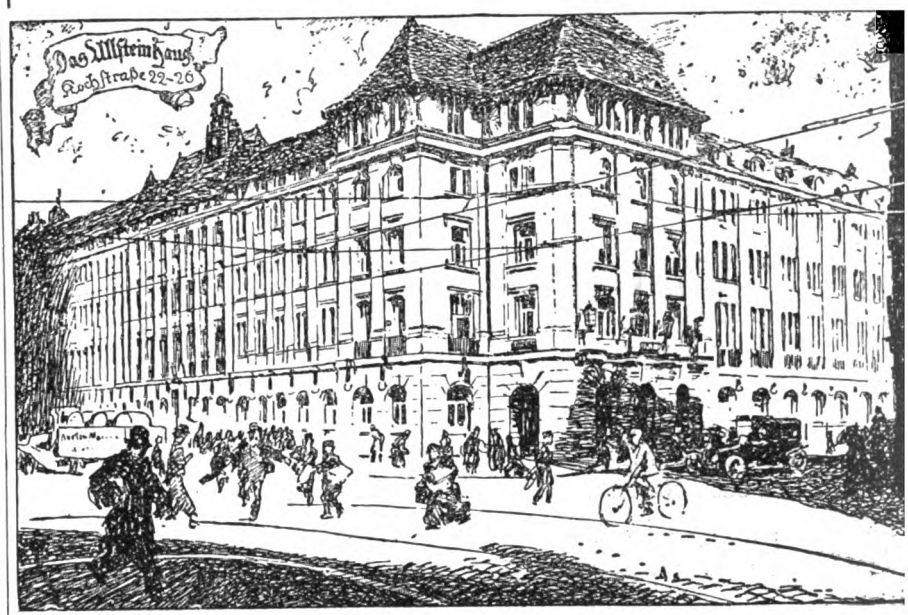
If you wish to obtain complete and up-to-date information regarding the German, Austrian and principal Continental markets consult

S. A. S. Ltd.,

1, GOWER STREET, LONDON, W.C.1.

Telephone: *9523 & 9524 Museum.*

Telegrams: *"Sinsarbia, Westcent, London."*



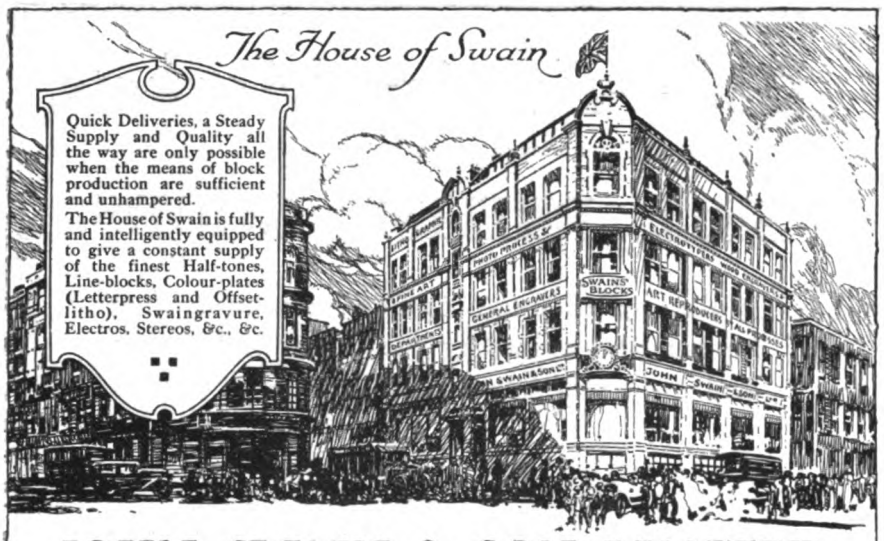
ULLSTEIN PRESS BERLIN.

Vossische Zeitung
Berliner Morgenpost
Berliner Allgemeine Zeitung
B.Z. am Mittag
Berliner Montagspost
Berliner Jllustrirte Zeitung
Uhu
Koralle
Querschnitt
Die Dame
Die Praktische Berlinerin
Ullsteins Blatt der Hausfrau
Ullstein Schnittmuster
Bauwelt
Verkehrstechnik
Die Post aus Deutschland
Wohnungstausch-Anzeiger
Berliner Handelsregister

Represented in Great Britain and Ireland by

S.A.S. LIMITED No. 1 GOWER STREET, LONDON, W.C.1.

and at 166, BUCHANAN STREET, GLASGOW.



89-92 SHOE LANE, LONDON, E.C.4

Telephone: Central 9333 (5 lines)

Works: HIGH BARNET

GLASGOW - - - 332 Argyle St. BRISTOL - - 43 Broad Street
MANCHESTER - 10 New Brown St. PARIS - 34 Boulevard des Italiens

Telegrams: "Isochromatic" London.

Well-known Weekly Journal will have a VACANCY early in the New Year for an

ADVERTISING MAN

To Organise a New Department.

Applications are invited from Experienced Advertising Men who have the ability and initiative to organise and develop a regular feature, in connection with this journal.

The position calls for strong personal selling ability, initiative, and some knowledge of advertising technique.

Applications, giving full particulars of experience and qualifications, which will be treated in confidence, should be addressed to

Box 965, The *Advertiser's Weekly*, 66, SHOE LANE, E.C.4.

A PRINCIPLE of COPY

Your Copy is right whenever and only when you are positively convinced that no other Copy would obtain better results.

If you are not quite sure that contemplated Copy has certain characteristics of all right Copy, I freely offer you my suggestions.

ARTHUR SERGEANT,
4, Duke Street, Adelphi, W.C.2 (Gerrard 3015)

Which?

Which way do *you* sell motor products in India? Do you leave advertising to local agents, or do you run a regular advertisement in "Indian & Eastern Motors" yourself? In the former case a certain territory *may* be covered, in the latter the whole of India, Burmah and Ceylon *is* covered! We can prove it.

INDIAN & EASTERN MOTORS,
ST. BENE'T CHAMBERS,
1A, FENCHURCH ST.,
LONDON, E.C.3.

We Hear—

THAT with the joys of the festive season—and the happy memories of the receiving and the giving—things of the past, the advertising men and the women, too, in Fleet Street and out of it, have settled down to look forward to that Happy and Prosperous New Year, the wish of everyone.

* * *

THAT judging by the spirit of generosity and good cheer prevailing around the agencies and advertising departments last week, few people in the business of advertising had seemingly much fault to find with 1925.

* * *

THAT those energetic people who had got over the holiday feeling and started on Monday to look round for business were woefully disappointed to find that most of the agencies were closed for the day and in other business houses the men who mattered were also absent.

* * *

THAT after the big end of the year splash of advertising by the makers of the popular brands of cigarettes there is something of a momentary lull on the assumption that smokers are well stocked for the time being, and—

* * *

THAT the same conditions apply to the advertisers of chocolates, toffees and many other little luxuries, the makers of which are too busy examining their sales reports and the satisfactory returns from their advertising.

* * *

THAT the Thirty Club, although composed of publicity men and hitherto shy of seeking advertisement of its doings, found its annual "rag" provided some delightful pars in the *Evening News* last week from the pen of that bright gossiper, Quex by name.

* * *

THAT Mr. Guy Rawlins, of *De Telegraaf*, Amsterdam, sent Dutch cheeses to many of his friends as Christmas gifts, and—

* * *

THAT Mr. F. W. Wilkinson, of the *Yorkshire Evening Press*, also gave welcome presents in the shape of "Eversharp" pencils.

* * *

THAT a fine publicity stunt has been found by the *Daily Express* in its proposal to produce an all-British film and let the public behind the scenes as to the method and cost of production; and that Wardour Street film publicity experts are awaiting with eagerness to see how the film when completed will be boomed and advertised.

* * *

THAT two popular Scots, Mr. Donald Howat, of Glasgow, and Mr. Norman Maclean, of Edinburgh, have forsaken their native heath to see in the New Year in London, where they have been welcomed by old friends of former years made when practising their calling in town.

* * *

THAT Mr. E. W. Folkes, after a good apprenticeship as a member of committee, has been elected president for the ensuing year of the Fleet Street Club.

* * *

THAT Mr. K. O. Fearon won the bogey competition last week-end at the West Middlesex golf course, playing on a 7 handicap being 1 up.

We Hear—

THAT Mr. S. P. O'Connor is first off the mark with his appeal as a steward for the funds of the National Advertising Benevolent Society festival dinner, and is out to beat his last year's collection of £320, made on behalf of the Publicity Club of London, who have again given him the job.

* * *

THAT Mr. Harry Tipper, of U.S.A., who made a host of friends during the Wembley Convention year, is over here again paying a return visit to his native land.

* * *

THAT the proposed merging of the old-established business of Epps' with Rowntree's prompts the suggestion that it will be grateful and comforting to see the return of the former to the advertising field, from which they have been absentees for some considerable time.

* * *

THAT Mr. H. W. Dick, of the Glasgow *Evening News*, has with the beginning of the year taken up his duties as controller of advertising in the Berry group of Glasgow newspapers.

* * *

THAT the vogue for hand-painted advertisements in oils on solus sites grows in favour and that round several of the new buildings being erected in Regent Street, W., may be found some excellent specimens of the kind.

* * *

THAT some fine follow-up work was put in by the advertisers of the *Encyclopædia Britannica* before the closing date of their latest offer, when "the prospects" from the recent display advertising were worked for all they were worth in an original and appealing way.

* * *

THAT Mr. Philip Emanuel, with the members of the advertisement departments of Messrs. Odhams Press, Ltd., as his guests, held the annual dinner and dance at the Coventry Restaurant last week.

* * *

THAT the annual dinner and dance of the Press Advertisement Managers' Association has been fixed for Friday, January 29, at the Connaught Rooms, the night following that arranged for the inaugural banquet of the new advertising association.

* * *

THAT Mr. W. Buchanan Taylor is responsible for a special issue called "Nippy's Birthday Number," published by Messrs. J. Lyons & Co., Ltd., the net profits of which will go to charities connected with the newsvendors' trade.

* * *

THAT Mr. Walter Haddon, who is as expert at the craft of engineering as he is at the calling of an advertising agent, is behind the business of the much-advertised—and much talked about—Tungstone Accumulator.

WHAT!

another Advertising Agent?

YES! but a *Service* one this time. Can't have too many *Service* Advertising Agents, can we? . . . . all the better for building up confidence in the manufacturer or retailer who advertises "good" goods, with profit and goodwill as objectives.

For the past seven years I have planned and directed in every detail the advertising of Aquascutum Limited, 100, Regent Street, W., and thereon stake my claim as a practical Advertising Man. The Aquascutum account I shall continue to control: a few accounts are solicited, to which personal service can be assured, remembering always that "Tall oaks from little acorns grow."

RATE CARDS, PLEASE.

George A. Marsh

Service Advertising,

OXFORD CIRCUS HOUSE,
245, OXFORD STREET,
LONDON, W.1

Telephone - - GERRARD **4736**

To the SMALL ADVERTISER

particularly——

I invite correspondence from SMALL ADVERTISERS and PROPRIETORS of SMALL MAI FACTURING FIRMS especially who either advertise in a moderate way, or contemplate so doi and who desire SKILLED PROFESSIONAL ADVICE and supervision, without involving la fees.

May I place before you, without obligation, particulars of my newly founded

VISITING CONSULTANCY & ADVISORY SERVICE?

BY THIS SERVICE I undertake the entire planning of your Sales Department; conception and conduct of your Advertising, and the subsequent functioning and administrat of these two closely allied factors in your Sales Organization. My Service is inclusive of ei partial or complete reorganization of your Sales System; Travellers', Agents' and Canvass Appointments; Co-ordinated handling of Orders, Reports, Enquiries, etc.; and inaugura of Sales Campaigns through Trade, Direct, Mail-order, Exhibition, Export and other chan Under an inclusive fee I undertake the preparation of complete Advertising Campaigns, cove Press, Posters, Signs, Form-letters, Folders, Broadsheets, Showcards and General Sales Lit ture—a Service of Publicity and Propaganda, individually designed for every client. Concep of Ideas, Writing of Copy, Preparation of Layouts, Designs, Slogans, Trademarks, etc., are car out personally and not left to a loose-link organization. Submit that little Publicity Problem to I offer a periodical 'PERSONAL ATTENDANCE' SERVICE to the SMALL ADVERTISERS

G. GORDON HAZARD, Carlton House, Regent Street, London, S.W

'Phone: REGENT 7985.

Put Ideas in your campaign

It sells in the home

All Over the Country—
All the Year Round!

FROM coast to coast—from border to border; every day in the month—year after year . . . .

This nation-wide appeal of the Poster may be the deciding factor in keeping a business in a healthy and flourishing condition. "More Sales at Lower Cost" is the aim of every business firm, and the Poster, when used with discriminating regularity, puts this ideal into profitable practice.

Every keen advertising man knows the firm of Walter Hill & Company. Knows, too, that their 50 years of experience have enabled them to consolidate a consistent reputation for faithful Poster service—a record second to none in the country.

LONDON, W.C. WALTER HILL & Co LIMITED

THE LARGEST
BILLPOSTING ORGANISATION
IN THE BRITISH EMPIRE

67 & 69, SOUTHAMPTON ROW, LONDON, W.C.1.

'Phone: Museum 2443 (3 lines). *Telegrams: "Tuxedo, Westcent, London."*

We Hear—

THAT a novel feature of the Christmas shopping period in Dublin was the decoration and illumination of Grafton Street, Dublin's principal shopping centre, from end to end, and—

* * *

THAT a co-operative scheme of advertising for the street was carried out in the Press by Mr. W. E. Magill, and that the traders in the street are very pleased with the results.

* * *

THAT Mr. Kevin J. Kenny, principal of Kenny's Advertising Agency, Dublin, who has been laid up for some weeks past, is now quite restored to health.

* * *

THAT the Publicity Club of Ireland will have as their guests in Dublin early in the New Year a number of members of the Advertising Club of Ulster.

* * *

THAT in consequence of the opening of the Dublin Broadcasting Station on January 1 there has been a great concentration of wireless advertising in the Irish Free State, and—

* * *

THAT it is astonishing how *little* this advertising has told the public about just what results the advertised article will give, and how *much* about the intrinsic merits of the article.

* * *

THAT the ranks of advertising personalities have lately been swollen by the addition of an entire family, and—

* * *

THAT the page in last week's *John Bull* showing how the "Brown Family" spent Christmas owed not a little of its success to the clever little thumb-nail sketches by Owen Aves.

* * *

THAT the Howat Advertising Service, Ltd., have been entrusted with the advertising of Sauchiehall Street, Glasgow's great shopping thoroughfare.

* * *

THAT the word "Rocket" is like a red rag to a bull to Mr. W. M. Teasdale, who was so busy this summer at Darlington telling all his friends that no engine in the world can claim such a halo as surrounds the L.N.E.R. Company's treasured possession, "Locomotion No. 1," which drew the first passenger train in the world, and—

* * *

THAT although the "Rocket" is possibly more familiar to copywriters because it happens to be in London (at the Science Museum, Kensington), Mr. Teasdale hopes they will all put their heads out of the carriage window when they run through Darlington Station, where "Locomotion No. 1" once more occupies her proud position on a stone throne.

* * *

THAT the Postal Cash on Delivery and Housewives' Association will concentrate on Cash-on-Delivery this year and will drop "housewives" from the title.

DAILY DISPATCH & EVENING CHRONICLE "THE SOWERS"

At the Hub of Industrial Wealth

Daily Dispatch
EVENING CHRONICLE

DAILY DISPATCH & EVENING CHRONICLE "THE SOWERS"

The Poster & Outdoor Advertising

A Monthly Supplement Devoted to the Interests of Users & Producers of Outdoor Publicity.

No. 47 JANUARY, 1926

The Handwritten Poster and Its Possibilities

A Provincial Firm's Successful Use of the Medium—A Five-Fold Increase in Sales

By A. Phillips

MONTH by month we read the interesting criticisms of the leading posters issued mainly by the national advertisers of Great Britain, but nothing appears to be discussed regarding the handwritten poster. By this, of course, I refer to the posters written by means of the signwriter's brush or aerograph.

While these message carriers cannot in any degree compare with the artistic degree to which the national advertisers' lithographed poster has attained, they fill a local necessity which, were handwritten posters not possible, would render the cost prohibitive to many of the local traders who have a number of retail shops within a radius of ten or fifteen miles of some large town.

Cost Factors

In my dealings with the few producers of these cheap posters with whom I have so far come in contact, I must say that as yet, they work under difficult conditions. They are faced with cost factors, which the adventurer into poster advertising is reluctant to pay, even though he knows that the artistic printed poster is much dearer and beyond his financial outlay. I use the word adventurer, because, even now, there are many, many shopkeepers who seem to regard the spending of a few pounds on spasmodic advertising, as "a great adventure."

Many retail trading concerns to-day have their own private billposting stations, or they take up space for long periods on the local billboards, and in support of this idea I would like to mention the case of a certain trading organisation in a Lancashire town of about 48,000 inhabitants, situated in close proximity to other industrial towns of slightly less population. This firm has twenty-five private stations,



Handwritten lettering on a provincial poster

one of which is about 16 ft. by 14 ft., and at intervals of a month or less, a different handwritten poster is posted up.

Quite recently the concern decided to sell "Bottled Milk" and though they only issued one poster and that on the large hoarding (which is situated in a spot, where during one day over 400 cars stop and pass) the sale of this bottled milk has jumped in three weeks from 60 dozen in the first week to 300 dozen in the fourth week. No other advertising has been indulged in regarding this milk, with the exception of two single advertisements of 4 in. double column size in the two loca weekly papers. This handwritten poster was carried out in a blue background and white letters, the two lines of letters being relieved with a red line.

In view of the foregoing, I am convinced that there is great scope for the artistic development of the handwritten poster, where large spaces are to be covered, and in the North of England I am convinced that a really good commercial-artist poster-writer has a rich fertile field to explore. So far, this particular industry is only on the very edge of the possibilities of its development in the interests of the local retail traders.

At the present stage it would not, I fear, be just to give the cost of these handwritten posters, but I can assure my readers that they are inexpensive where one standard design is adopted for the whole of the hoardings to be covered at one time.

THE LINEN INDUSTRY

The Advertising Club of Ulster and the heads of the linen industry in Ulster are proposing to hold a conference early in the New Year to consider the advisability of arranging a big Ulster linen shopping week in London in the early Spring.

It is also proposed to organise in Belfast a huge British shopping week in February to synchronise wirh the date of the British Industries Fair in London and Birmingham, and to finish up the week with a big British Advertising Ball in the city.

The Month on the Hoardings

Frank Review and Candid Criticism of Current Posters on the Hoardings, 'Buses and Vans

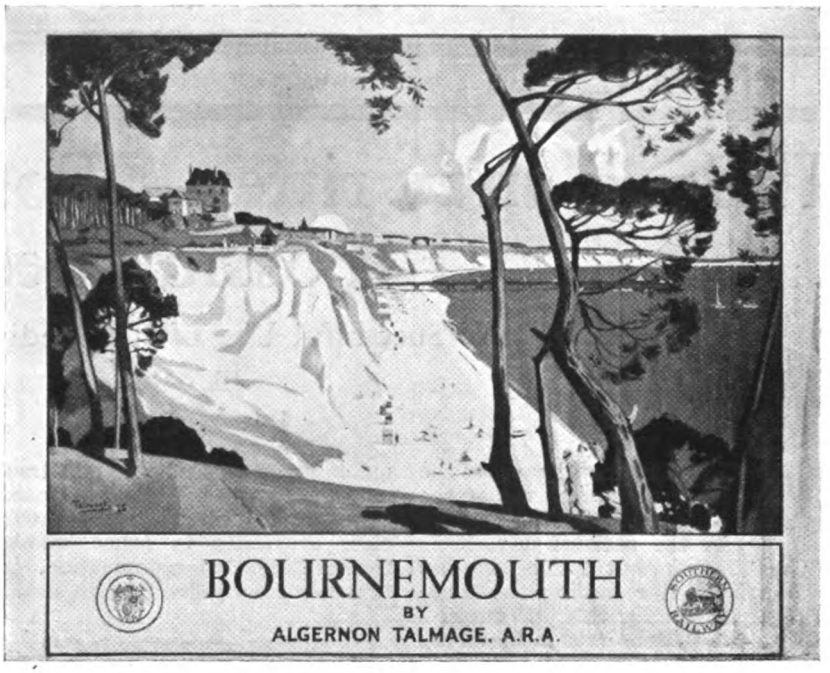
By John G. Gray

ONLY a month or two ago a writer in this journal issued a timely warning to advertisers who were contemplating commissioning 48-sheet posters. It was pointed out that billposters, in their own interests and of their other clients, were strongly opposed to posters of this size, and, indeed, existing contracts often make it impossible for billposters to accept these huge bills in certain areas.

Nevertheless, the 48-sheet, though it will no doubt continue to be a rarity in this country, has an undeniable attraction for advertisers and designers with ambitious ideas. Its wonderful possibilities may be gauged from the new Player's Navy Mixture bill here reproduced. This is certainly one of the most striking posters of this size produced in this country. And even in the United States, where the 48-sheet is most popular, it would probably be difficult to find anything to surpass it.

The dark-grey border in which the picture is framed enhances the value of its rich and harmonious colour, and at the same time protects it from the interference of bright-hued neighbours on the hoardings. In a poster of this shape and size it is supremely important that the design should be firmly knit together. In this instance the artist has wisely constructed his composition on the basis of a low pyramid, but there is no apparent emphasis upon abstract pattern at the expense of pictorial representation.

The most remarkable feature of this poster, however, is that the figures are built up for the most part of various shaped blocks of bright colour placed at many different angles and overlapping each other in a bewildering way. Most of these patches are rectangular in shape, and some are a foot long and six inches wide. Examining one of the sheets at close quarters it is difficult to realise that this curious patchwork quilt will resolve itself at proper range into a pictorial pattern, but seen from the distance of half-a-dozen yards or more the blocks of colour dissolve in the composition of which they are units as do the blobs of pigment in an impressionist painting. The technique appears to be a new development in poster design, and it will no doubt be closely studied by artists and others.



Another new poster by a Royal Academician which has many good points

Pantomime posters are just now conspicuous on theatre boards and on the hoardings, but for the most part they are not of outstanding merit or interest. Many of them have been doing duty for years past, and no doubt they will be seen again next winter. Mr. Julian Wylie, for instance, who is one of the largest producers of pantomimes, is using only the usual 6-sheet artists' pictorial posters, belonging to the artists, and letterpress and semi-letterpress bills incorporated in the yellow-and-black rising sun design which is always employed in the announcement of Wylie-Tate productions.

In these days of sophisticated childhood, and with so many powerful counter-attractions to the pantomime, it might be well worth while for multiple producers of pantomimes, and probably also for those responsible for single shows, to commission new pictorial designs rather than to rely upon material with which the public is already familiar. The number of persons who visit pantomimes could be very greatly increased, and attractive colourful new posters breaking away from the old tradition would undoubtedly bring more patrons to the theatre.

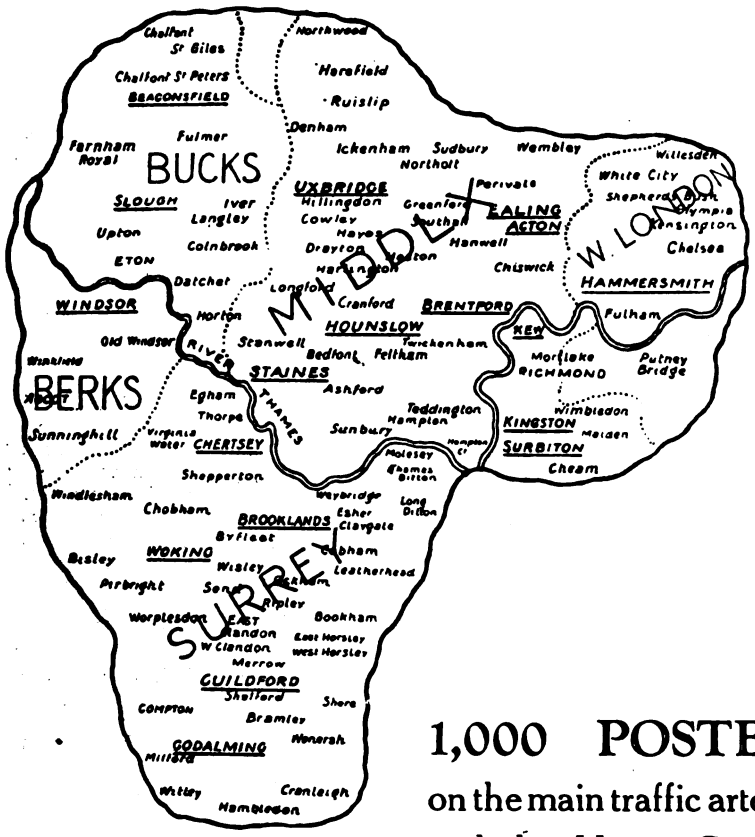
One of the best Christmas theatre posters is Mr. T. H. Robinson's

(*Continued on page* 35)



The technique of this new poster is attracting considerable attention

PASCALLS, THE POSTER PANEL PIONEERS.



LISTS and RATES ON APPLICATION.

1,000 POSTER STATIONS

on the main traffic arteries of Western London and the Home Counties. These embody

PASCALLS' POSTER SERVICE

And ASSOCIATED COMPANIES

TRINDERS LTD., Ealing and Hounslow
MAYGERS LTD., Hounslow and Staines
CHERTSEY B/P CO., Chertsey, Thames Valley
KERRISONS LTD., Kingston, Guildford
WINDSOR B/P CO., Windsor, Slough, etc.
UXBRIDGE B/P CO., Uxbridge and District

Head Offices: 46, Hammersmith Bridge Rd., W.6

'Phones - - - - Riverside 38 and 3338

IF YOU HAVE IT, WHY NOT TELL IT WITH A POSTER? THEN YOU'LL SELL IT

PASCALLS, THE POSTER PANEL PIONEERS.

Putting your Message where it does most good.

To put your poster in the most efficient place is not so much an art as the job of a firm which has had years of experience in Outdoor Work.

You have only to consult us, and we do the rest.

We have knowledge of the very best and most "noticed" sites in the country. Your poster, once it is placed by us, is in a position to draw the greatest public notice possible.

And we are always ready with advice, with helpful suggestions upon your Outdoor programme and problems. We shall be happy to keep any appointment you care to make by mail or telephone.

OUTDOOR PUBLICITY LIMITED

ERNEST LEICESTER,
Managing Director.

108/111, St. Martin's Lane, London, W.C.2

Telephone:
GERRARD 8900 (10 Lines)

Telegrams:
"BYLPOSTA, LONDON."

The Year 1925 in Railway Publicity

By a Railway Man

RAILWAY advertising during 1925 has been notable for two things. First, a bold and vigorous policy on the part of the companies, and second, the originality and variety of the advertisements themselves.

Both the London Midland and Scottish and the Southern have thought it desirable to take the public fully into their confidence with regard to what is being done in face of the many difficulties and tangles which are inevitable during the early stages of amalgamation. At the same time, all the companies have naturally devoted adequate sums of money to advertising for traffic at a time when the various groups need all the revenue they can get.

The L.M.S.

The L.M.S. has been faced with a particularly difficult task, if only because of its size, and the number and variety of companies which went to make it up. In order to keep its public *au fait* with its aims, policy and achievements, the Company issued during the first part of the year a series of beautifully laid out and dignified messages under the heading "L.M.S. Developments"; these were so obviously sincere that there can be little doubt as to their effectiveness.

A series of advertisements followed, designed to educate the business man to "Visit his customers"; and on the heels of these, the summer traffic advertisements were issued, culminating in some striking, and, in a quaint way, humorous designs a few days before the northward rush for "The 12th" started. Some fine Irish travel announcements were also a feature.

The L.N.E.

The London and North Eastern have concentrated mainly on advertising their splendid express services to Scotland and the North of England, and the black and white illustrations of sleeping and dining cars used in these announcements simply exuded an atmosphere of comfort and well-being. Prominence has also been given to the numerous summer excursion facilities.

At the same time, the L.N.E.R. have consistently made great use of three and four-inch single column spaces to advertise particular services, and, in some cases, particular trains. It has been impossible to escape these forceful little advertisements in almost any newspaper one picks up.

The Great Western

This railway, the only one to retain its title—and therefore its traditions—intact, has spent money (in the main) just previous to the big national holidays, advertising its unique express runs to the West, and the advantages and charms of "The Ocean Coast."

The Company has been well to the fore all through with excursion and other traffic announcements.

The Underground

To speak of the Underground advertising is to speak of perfection, if the writer may be permitted to say so. This year the Underground announcements, while keeping their distinctive character, have touched on every subject, from "Live at Edgware" to clearly-reasoned, plain-spoken messages relative to the problems of London's traffic, above and underground. They are so well known and so numerous that it is neither possible nor necessary to go into them in detail. Suffice it to say that they are an example for railway advertisers the world over.

The Southern

Finally, the Southern. The aim of this Company has been to show the public how the difficulties are being overcome, and how the sum of £10,000,000 is being spent on improvements, and what the plans are for the future. They have endeavoured in their announcements to make the point that when you amalgamate three railways, carrying between them the largest suburban traffic in the world, there is bound to be a considerable transition period, due to the different systems each had adopted to deal with the traffic.

Regular spaces have been used by the Southern in the London and provincial morning and evening newspapers, arranged on a definite schedule, and in these spaces "policy" and "traffic" advertisements have been alternated as occasion demanded. Even in the short space of time during which this policy has been followed, it is evident that the enormous public using the Southern has a greater understanding of the position as it really is and an appreciation of the efforts being made to modernise and reorganise.

Posters and Books

A word as to posters—naturally a very powerful part of railway advertising. Here the Underground and the L.N.E.R. have vied with each other in artistic and strikingly original designs. The hoardings of London and the country generally testify to the wonderful standard these two Companies have attained. The L.M.S. have made the year notable by reason of their posters by famous landscape and other artists, while the G.W.R. have issued some striking holiday pictures.

The Southern are endeavouring to carry their resorts with them in a campaign for a more modern style of poster. It is generally conceded that they scored a "bull" this summer with the photogravure poster of the little boy looking up at the big "King Arthur" engine at Waterloo.

I do not think it is realised just how much money and hard work is involved in the preparation of the guide-books and folders of every kind, which all Railway Companies issue, and how widely these are distributed—not only in our own country, but in America and on the Continent. The style and production are of a high order, and there is no doubt that they produce traffic.

THE MONTH ON THE HOARDINGS

(*Continued from page* 32)

design, executed by David Allen and Sons, Ltd., for "where the Rainbow Ends," which is, however, not strictly a pantomime. It is being presented at the Holborn Empire. The poster has plenty of bright pure colour, used intelligently to make a striking design. This is the sort of poster which will attract people to a play—not merely remind those disposed to go that it is on show.

Less bold in colour, but still bright and pleasant, is the poster for "The Windmill Man," at the Victoria Palace. A small bill for the same play has been designed by Mr. G. L. Stampa, the well-known black-and-



Very much "out of the rut" in estate advertising

white humorous artist. These two posters are printed by Haycock, Cadle and Graham, Ltd.

None of the pantomime producers, however, has given us anything so fascinating as has the Underground Railway, whose commercial enterprise and æsthetic enlightenment in advertising one grows almost weary of proclaiming. Mr. R. T. Cooper has done for the company a fascinating design in which he has symbolised all the joys and interests of Christmastide —the pleasures of the table, of revelry, of family re-union, of love-making,

What I like about a poster is it's sheer obstinacy.

There's a gentleman in colour as I turn the first corner in the morning.

He smiles at me and offers me cigarettes.

Another of him waits for me up the hill, and he also smiles at me and offers me cigarettes.

Then he comes out in duplicate farther on, and both of him smile at me and offer me cigarettes.

Then all of him repeat the process as I come home at night.

And wait for me next morning—and the next.

He never gets impatient. He knows that sooner or later I'll buy his cigarettes.

The Man on His Way.

ISSUED BY THE UNITED BILLPOSTERS ASSOCIATION (REGISTERED), 31, GREAT JAMES STREET, BEDFORD ROW, LONDON, W.C.1.

Have you ANY WASTE PAPER, Overissue News or Journals for disposal?

If so, we shall be pleased to call and quote prices.

'Phone: HOP 1284.

F. MITCHELL & Co. (London), Ltd.

Buyers and Exporters of all kinds of Waste Papers.

7, UPPER GROUND STREET, BLACKFRIARS, S.E.1.

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.

D. J. KEYMER & Co., Ltd.,

36-38, Whitefriars Street, E.C.4.

Telephones: Central 8877

Telegrams Remyek, London.



FURTHER BIG INCREASES OF SPACE PANELLED HOARDINGS PAINTED AND ARCHITECTURALLY FEATURED. Come and see. Book your Spring Order now. No increase in prices. WRITE TO-DAY.

BLEAKLEYS

GREENHALGH & BLEAKLEY, LIMITED

OF BOLTON

TRINITY STREET.

NOTE NEW ADDRESS.



Sheldon's New Year Resolution

Every year since the firm was established in 1840 Sheldons Ltd. have made one good resolution—the same:

The best of Service for every Client

That this has been faithfully adhered to is shown by these examples of special Sheldon services instituted in recent times:

The Sheldon Colour Tests

where numerous combinations of colours were tested and a table of visibility-values compiled.

The Sheldon Hoarding Test

in which the life-size drawing of an actual poster is pinned upon an actual hoarding for comparison with its future competitors.

The Sheldon Statistical Survey

—two huge volumes containing all the available data which can be of use to clients about every considerable town in the country.

1926?

The resolution is unchanged—our desire to carry it out more resolute than ever. Two noteworthy examples of our service will be the new Sheldon building—press and poster agencies in one house—and the Sheldon Bordered Posters—allowing a clear space ten inches wide between posters, with resulting increase in distinction and visibility.

Let Your Resolution Be

to write, wire or 'phone to

Sheldons Ltd

SERVICE ADVERTISING
PRESS AND POSTER

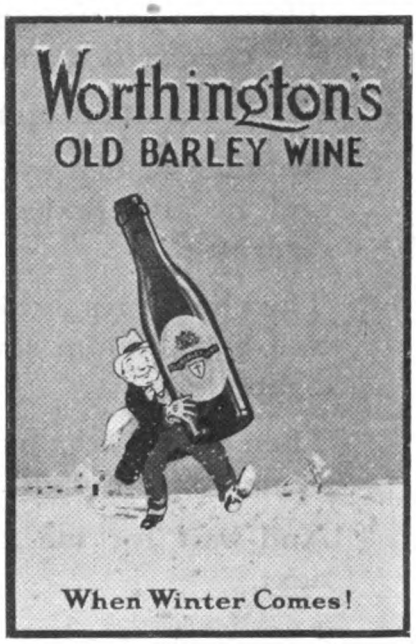
LEEDS

'Grams: "*Placards, Leeds*"
'Phone: *Leeds* 24276

of games and toys, and so forth. Yet it is essentially decoration, and beautiful decoration, too.

Another Underground poster submitted to me is that which proclaims the advantages of Edgware as a residential area.

Nothing more unlike the usual estate agent's bill could be imagined. The poster, which is designed by Miss Helen Bryce, is in the style of a needlework sampler, and the wording is in



Is the bottle an essential feature in brewery advertising?

delightfully quaint English. This is a happy, intriguing way of presenting a message which is usually expressed less vividly and without humour.

A similar purpose is served by two quad-royal bills issued by the Southern Railway. These are of a more orthodox type, the bait being two alluring landscapes by Mr. Montague B. Black depicting the beauties of the Surrey woodlands and the hills of Kent. Each bears the telling heading "Half hour from London." These are printed by McCorquodale and Co., Ltd. Other Southern Railway bills received include another quad-royal, of Bournemouth, by Algernon Talmadge, who shows himself to be a competent poster designer, and a bill with an amusing line drawing in black and white by that clever draughtsman, Mr. Aubrey Hammond.

The new "Black and White" whisky poster stands out boldly on the hoardings, and is effective and timely reminder advertising, but the disposition of the wording might be improved upon. The reader is called upon to interpret the picture of a bottle of this brand of spirit as he would a rebus in order to complete the couplet "Black and White Is always right."

The Mentmore Mfg. Co., Ltd., have issued a bill on behalf of their Spot fountain pens. The distinguishing mark of these pens is a white disc, or spot, inlaid in the cap of the pen. With so many well-established fountain pens on the market, and with several others seeking to gain an entrance, it must be a difficult thing to impress upon the mind of the public even the name of a new pen. The advertisers of this make, however, have set about that task in a very workmanlike way. Artistically the bill is quite unpretentious, but the name of the pen and its trade mark are proclaimed with an emphasis and a skill which will keep the Spot pen in one's memory for a long time. The merits of the article offered are also indicated, though this side of the campaign is subordinated to the primary necessity of bringing the new name before the public.

Worthington's have been among the most enterprising advertisers in the brewery trade, and their series of Press announcements with drawings by well-known humorous artists has been especially notable. The poster advertising their Old Barley Wine is well enough, but it can scarcely enhance the company's high reputation from an advertising standpoint. One



This poster "touches the spot" in the way it is meant to do

is given to understand that this kind of beer is a suitable beverage in winter weather, and that, of course, is what it is called upon to do, but these monstrous beer bottles weary by their sameness. We have seen in recent months that beer can be very effectively advertised without a bottle appearing in the advertisement.

A striking 32-sheet has been issued on behalf of Heinz tomato ketchup. A bottle of the ketchup and a few tomatoes are shown against a black background which well sets off the warm red of the tomatoes. The lettering is confined to the name and, of course, the indication that it is only one of the famous 57 varieties.

Current Advertising

Notes of New Business Going Out—New Advertising Now Appearing in the Press and on the Hoardings

Fredk. E. Potter, Ltd., have been placing fresh instructions for the Pelman Institute.

Barker, Drabble and Co. are booking space for Bennett College and for Witney Blanket Co.

Pool's Service, Ltd., have placed new term advertising for Clark's College and large spaces for New Pin Soap.

Morison's Agency, Ltd. (Hull) are responsible for the banana campaign now running.

Muller, Blatchly and Co., Ltd., have recommenced giving out for Roche's Embrocation.

Alfred Pemberton, Ltd., have business in hand for Galton Institute of Mind Training and Blue Goose Grape Fruit.

Imperial Agency are increasing for B.D.V. Cigarettes' Football Competition.

Hannaford and Goodman, Ltd., have been giving out extra business for Thorley's Foods.

John Haddon and Co. are again placing for Vislok, and have been booking large spaces for the Tungstone Accumulator.

Pratt and Co., Ltd., have new business in hand for Shredded Wheat.

London Press Exchange, Ltd., are handling the Monomark advertising now appearing, and been booking space for London Coke Committee.

Reynell and Son, are handling new appropriations for Burberrys and Nicoll's Sales.

S. H. Benson, Ltd., have new advertising in hand for the *Sunday Chronicle* Colour Ballot, and have increased for Bovril and Colman's Mustard.

J. Varney and Co., (Manchester) have commenced a scheme for Tetmal.

Brandis Davis Agency, Ltd., are handling business for Shaw Institute.

Curtis Agency, Ltd., have been giving out for Naunton's National Music System.

Commercial Advertising Service, Ltd. (Manchester) have new advertising in hand for Barrett's Footshape Footwear.

E. W. Barney, Ltd., are handling a new appropriation for the Gregg Schools.

Herbert Greaves, Ltd. (Manchester) have a new competition scheme placing for Turnwright's Toffee De-light.

Smith's Agency, Ltd., have increased advertising for Ino Soap Flakes, and Page Woodcock's Pills, and have been booking space for Irvona and Hamilton Stone.

Amalgamated Publicity Services, Ltd., are handling the advertising of the Croydon Electric Suction cleaner—not Advertising & Publicity, Ltd. as stated in our issue of December 18.

Pool's Advertising Service have in hand a large campaign for Bath & Co. for London and provincial papers, and will from January 1 place for Clay & Son.

"With Every Good Wish"

CROWDS were attracted to every shopping centre during the Christmas shopping period, but experienced observers report that in most cases people were buying carefully and with discrimination.

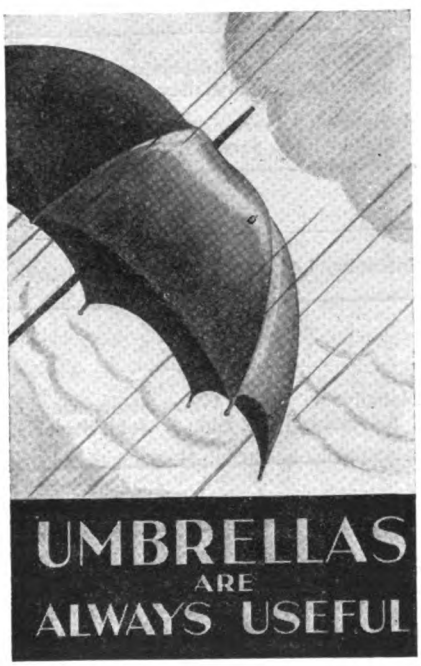
Traders who had made special selling efforts found themselves therefore well rewarded, for purchasers were keenly on the look-out for suggestions, and "the little more" in the way of service for money. Those who relied on a wild "boom" to sell their goods for them were in the majority of cases disappointed.

In the men's wear trade, where good advertising is playing an important and increasing part, a special bid was made for Christmas trade by many firms, both in the Press and in the shop windows.

Hope Brothers backed up some excellent window displays with a series of bills for the window, giving practical suggestions for gifts. They appeared in the following order on the windows of the firm's many branches up and down the country: ties, dressing gowns, Christmas tree (general appeal), gloves, umbrellas. The designs were strikingly executed in bright colours, and were rounded off with a brief legend, appropriate to the subject.

A little service inside the shop which was greatly appreciated and commented upon by customers was the distribution, with goods bought, of greeting cards to be used in the form of an enclosure where the goods were for gifts. Attractively coloured and designed, these cards bore no advertising matter, but simply the words, "With every good wish for Christmas. To.... From...."

"With every good wish for Christmas" was also the title of a miniature catalogue of gift suggestions, helpfully laid out.



A good window poster that tells the story

Vicomte Louis de Sibour

Vicomte Louis de Sibour, whose engagement was announced in the WEEKLY on December 18, is on the advertising staff of the *Lady*, and is not now associated with *English Life*.

50%

is a lot better value

BUT

in spacing and bordering

every poster free of charge.

The PORTSMOUTH and DISTRICT BILLPOSTING CO., LTD.,

ACTUALLY GIVE EVERY CLIENT THIS GREAT ADVANTAGE ON SOME OF THE FINEST POSITIONS IN THE KINGDOM.

Portsmouth & District Billposting Co., Ltd.,
74-78, ARUNDEL STREET, PORTSMOUTH.
J. M. GODFREY, Managing Director.

Offset and Photo Offset—NO BLOCKS Required.

REDUCE your costs of printing by photo offset process. Folders, booklets, facsimile letters, posters, showcards, catalogues, letter headings, can be reproduced with half-tones, line or colours and printed on the roughest of surfaces or linen-faced paper at a lower cost than letterpress and a better result. Blue prints, plans, charts, etc. Specially suitable for long runs on thin paper containing half-tones where it would be impossible by letterpress printing to obtain a good effect.

CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

THE Drapers' Record

The Trade Newspaper with the Largest Circulation in the World

The Monthly Shipping Numbers
should be considered in association with all Textile schemes. Colour work a feature

Rates on application

Office 154-6, CHEAPSIDE, E.C.2.
Telephone - City 582 (3 lines)

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES 150,000 *daily*
London Representatives:
FREEMAN & CO., 33, Paternoster Row, E.C.4

REGISTER OF BILLPOSTERS

Announcements in this Special Section are published in the first issue of every month, and restricted to the names and addresses of Billposters. Orders cannot be accepted for less than 12 monthly insertions, the charge for the whole year being £2 12s. 6d. net.

ABERDARE

The Aberdare Valley Billposting & Advertising Co., Public Hall, Cardiff Road.

BLACKPOOL

Blackpool Billposting Co., Ltd., 167, Church Street, Blackpool. 250 Stations.

BOLTON

Greenhalgh & Bleakley, Ltd., Billposters since 1825, Trinity Street.
351 sites. 100 years' service to advertisers.

BROMSGROVE

Bromsgrove & District Billposting & Advertising Co., Caxton House.

CORNWALL

Camborne Printing and Stationery Co., Ltd., Market Square, Camborne.

Cornish Echo Co., 13a, Church Street, Falmouth.

DERBY

The Derby & District Billposting & Advertising Co., Ltd., 44, Siddals Road.

EDINBURGH

Nixon, Ltd., 61, Elder Street.

EXETER

James Townsend & Sons, Little Queen Street.

FALKIRK

Mackie & Co., Mail Buildings, Manor Street, Falkirk.

GRAVESEND

Gravesend & District Billposting & Advertising Co., Ltd., 15, Wrotham Road, Gravesend.

GREENOCK

G. & A. Woolley, Ltd., 25, Brynmer Street.

GRIMSBY

W. H. Jackson & Co., 318, Victoria Street. 'Phone 2329.

HEREFORD and District

Midland and Welsh Advertising Co., Ltd., Midland Bank Chambers, Hereford. 'Phone 2631.

HORWICH (LANCS.)

Fletcher & Co., Longworth Road.

HULL

Hull & Grimsby Billposting & Advertising Co., 12, Bowlalley Lane.

Morison's Advertising Agency (Hull), Ltd., Albion Street.

LEEDS

Sheldons, Ltd., 85-87, Cookridge Street.

LLANELLY

Llanelly & South Wales Billposting & Advertising Co., Ltd., 8 John Street.

LONDON

Chelsea, Battersea Billposting Co., 90, Sydney Street, Chelsea, S.W.3.

A. Leopold & Co., 531, Holloway Road, N.19.

LONG EATON

R. Hill & Son, Ltd., 23, Craig Street, Long Eaton.

MANCHESTER

Manchester Billposting Co., Ltd., 36, Peter Street.

Managing Director: Joseph Crooke-Grime.

PAISLEY

G. & A. Woolley, Ltd., 60, Old Sneddon.

PLYMOUTH

Devon & Cornwall Billposting & Advertising Co., Ltd., 153, Union Street.

The Lidstone Billing Co., Ltd., 7, The Octagon, Plymouth.

PONTYPOOL

The Eastern Valley Billposters, Beechgrove, Pontymoyle.

PORTSMOUTH

Portsmouth & District Billposting & Advertising Co., Ltd., 74, Arundel Street, Portsmouth.

South Hants & Boro' Advertising Co., Ltd., 1, Greatham Street.

ROCHESTER

The Rochester, Chatham & District Billposting & Advertising Co., Ltd., 320, High Street.

STOKE-ON-TRENT

Stoke-on-Trent & North Staffordshire Billposting Co., Ltd., 11 & 18, New Street, Hanley.

WORCESTER

Smith & Co., Worcester Billposting Co., The Trinity. Tel. No. 347.

Advertiser's Weekly
Friday, Jan. 8, 1926

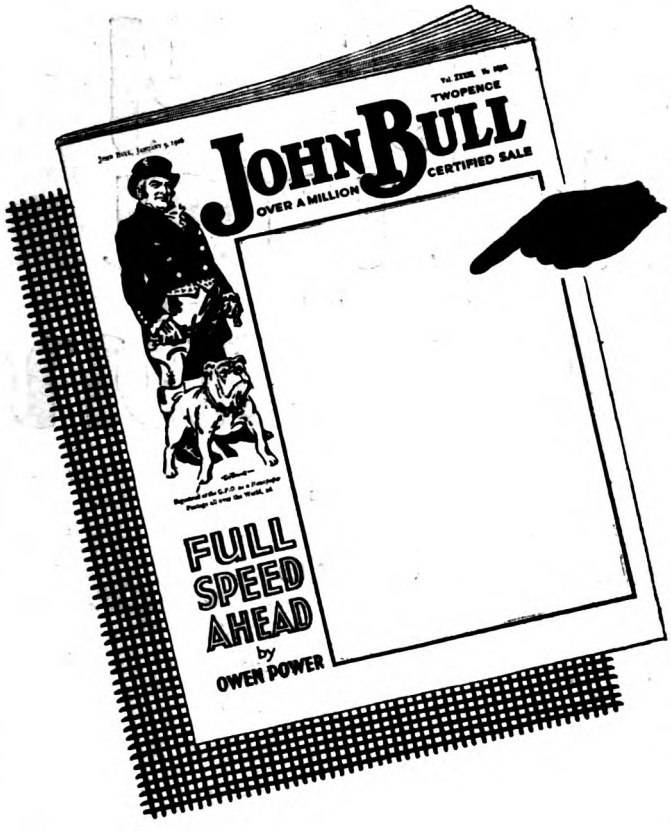
OCT 7 1926

A "BARGAIN BASEMENT" SCHEM

The Advertiser's Weekly

4D A COPY
20/- a year
Post Free
Regd. at G.P.O. as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



The most costly and most effective advertising space in Great Britain.

The Front Cover of "John Bull" is the most costly and most effective advertising space in any periodical published in this Country, and those Firms who have secured it for 1926 are to be congratulated on their foresight and enterprise.

"John Bull" is the only weekly periodical *(excepting the "Passing Show")* which issues its Net Sales regularly. It gives advertisers a solid "reader-circulation" of over a million a week, extending from Land's End to John o' Groats.

NOTE.—"John Bull" runs NO free Football or other "Dustbin Circulation" competitions; every copy sold means one or more genuine readers. Copy of latest Certified Net Sales figures sent on request.

Philip Emanuel, *Advertisement Director*,
ODHAMS PRESS Ltd., 57-59, Long Acre, W.C.2
Telephone - - Gerrard 9870 (14 lines).

When you advertise in the "Sunday Pictorial" you are Broadcasting in print.

The Sunday Pictorial

CIRCULATION OVER TWO MILLION COPIES PER ISSUE

'Phone:
Central 3440 (Seven Lines).

Specimen Copy, Rates and Full Particulars will be sent on application to

SIDNEY D. NICHOLLS
ADVERTISEMENT MANAGER
Geraldine House,
Rolls Buildings,
Fetter Lane,
E.C.4.

Telegrams:
"Sunpicad, Fleet, London."

THE GRAPHIC

The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

THE BYSTANDER

Vol. 49 FRIDAY, JANUARY 8, 1926 No. 659

The Week in Advertising

"Bargain Basement" Scheme Projected and Withdrawn—An Unfortunate Incident—Publicity for Professional Men

DETAILS of a so-called "Bargain Basement" scheme for Press ad ertising are given on another page and they will be read with considerable astonishment. The proposal is of such a nature that advertisement directors and managers throughout the country promptly and unitedly declined to have anything to do with it. Advertising agents are equally concerned, for the scheme had in it grave elements of danger for their branch of the profession. And we imagine that on reflection the 550 national advertisers to whom the circular was sent will see that the plan was unworkable. We deprecate the attempt to launch a scheme whose main attraction to the people whom it purported to benefit was an offer of a wholesale cut in rates. The moment chosen to launch it was particularly unpropitious. The negotiations for an interchange of views between newspaper proprietors and advertisers on the subject of rates cannot but be disturbed by such an extraordinary proposal, and this at the very time when it is most desirable that all those interested in a very difficult problem should consider the position with calmness and as little selfishness as is humanly possible. We are convinced that the originator of the scheme was well-meaning. But his "bright idea" was a little too bright. He has now seen the unwisdom of the proposal and has again circularised those to whom he originally wrote, this time to withdraw the whole scheme. It is to be hoped that the last has been heard of an unfortunate incident.

An Out-of-date Ban

MUDDLED thinking has been characteristic of a great deal that has been written and said about the subject of self-advertisement by professional men. Nearly all those who have expressed opinions on the subject have confused "free publicity" with genuine advertising. A doctor who signs an article for a leading daily paper on a medical topic, or a barrister who is interviewed on a "newsy" point of law, receives a certain amount of free publicity. So does anyone else who contributes signed or personal material to any newspaper. The reputation of a short-story writer is enhanced by the fact that his name appears in large type at the head of the story—and the artist who illustrates it is equally presented by the editor with an introduction to the public and to other editors, who are his market.

The weakness of the ban on genuine advertising by professional men in these modern days is demonstrated by the amount of free publicity which is available owing to the great growth of the Press.

Professional men are thrust by the circumstances of their profession into publicity. A doctor signs the bulletin concerning the health of a public personage, a lawyer conducts the defence or the prosecution in a great criminal case, an architect is honoured for his design of a great public building. It may still be necessary for the great professional organisations to retain some control over the nature of the advertising used by their members. But the day is not far distant when it will be as normal for a doctor's address and telephone number to be advertised in the local paper as it is to-day for the chemist, the electrician, or the plumber to advise his clients how he may be summoned in an emergency.

Danger lies in the present situation owing to the fact that public interest in matters pertaining to health was never greater than it is to-day. The New Health Society, which has received such practical support from the Aldwych Club, represents a considerable body of sound public opinion. Light on non-technical medical questions is eagerly sought. Unfortunately, well-meaning but unqualified theorists are free to spread the fitful light of their doctrines, while the qualified doctor is forced to hide the white light of truth under a bushel.

THIS WEEK'S PAPER

A "Clearing House" for Press Advertising
Remarkable Scheme for Filling Last-Minute Vacancies Abandoned

"One Grin is Worth a Thousand Shudders"—by Gordon Freame
Bovril's Christmas Campaign Strikes a Cheerful Note

Hand-Written Posters
Importance of High Grade Lettering

Line Blocks from Half Tones—by Harold B. Pereira

New Year Festivities
Advertising Clubs Entertain the Youngsters

Reforming the "Business Card"

And All Regular Features
Ad. News in Brief
Publication Notes and News
Club Notes and News
Letters to the Editor
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

Rate-Cutting Scheme Withdrawn

A "Clearing House" for Press Advertising

Strange Plan for Filling Last Minute Vacancies in Newspapers—Advertisement Managers Reject It Unanimously—The Project Abandoned

From a Correspondent

THE dove-cotes of Fleet Street have been fluttered in earnest this week. The sensation has been caused by an innocent enough looking circular letter, signed by a well-known advertising man. The letter is headed "£1,500 Space for £1,000," which is startling enough in itself.

It has been posted to a small "hand-picked list" of 550 national advertisers and outlines a scheme for a "bargain basement" for the users of newspaper space.

The Scheme

The circular letter outlining the scheme says in part that the person signing it has been asked

"to organise a kind of 'Bargain Basement' for Press advertising for National Advertisers.

"This would be a Clearing House to which the big London dailies and weeklies could turn, when at the very last moment they are 'let down' in their advertising columns, have space cancelled on them, and cannot fill it except with their own internal copy.

"1. The Press would be glad to complete their columns at the very last moment at considerably less than scale rate—in many cases at 33⅓ per cent. off scale rate.

"2. The National Advertiser can specify whichever journals he prefers, and the seasons he prefers.

"3. He can limit his allocations for this purpose to a specified amount, say £1,000 nett in the course of twelve months, to be placed well below the published scale rates of the journals.

"4. He can attach such other conditions as fit in with his own special plans of publicity.

"The minimum for running this Clearing House would be ten National Advertisers each placing an order £1,000 nett of space in the course of twelve months. The maximum will be definitely fixed at 25 non-competitive firms, for the first year.

"This general letter is being posted to a hand-picked list of 550 National Advertisers. The first 25 provisional acceptances received will be given preferential consideration for inclusion in the Clearing House.

"Your usual Advertising Agent would be taken care of, equitably in the plan of organisation of the Clearing House."

Rejected

The ADVERTISER'S WEEKLY has made inquiries among the advertisement directors and advertisement managers of the leading London daily and weekly papers and is informed that without exception they decline to have anything to do with the scheme or to accept any advertising of that sort from the origination of the circular or any other person with a similar proposition.

It is understood that the same stand will be taken by all the provincial newspapers.

An interesting history lies behind this letter. (Let me emphasise at the outset that it has been written in perfect good faith.) The idea was suggested to the writer by an advertising man of great experience. This gentleman remarked that he had nursed it for years; but had been too lazy to put it into practice. The writer of the letter volunteered to take up the task personally.

Research that went wrong

As a preliminary, he conducted a brief investigation on the subject in what appear to have been rather poorly informed quarters. No responsible newspaper management, for instance, was ever consulted. The results appeared to him to be satisfactory, and, accordingly, the writer decided to issue the bombshell in circular form, which I have outlined above.

Incidentally, he had arrived at an ingenious way of remunerating the agent for any loss which he might incur through a reduction in rates, and therefore in commission. While he intended to finance the scheme himself, he proposed to give 1,000 shares of £1 each among the agents who participated in the scheme. These shares were to pay a dividend up to 25 per cent. of the total profits, plus 50 per cent. of the surplus profit. Clearly, the originator of the scheme had in mind only special occasions and last-minute requirements of both advertiser and newspaper. But I fear he failed to realise the logical results of instituting a clearing house whose one purpose would be, presumably, to cut rates. Also, he reckoned without the newspapers, and was apparently misinformed as to their general views and practice.

I believe it was news to him that the I.S.B.A. and the newspaper proprietors are, at the present moment, negotiating with a view to arriving at some common platform on the question of advertisement rates.

The Withdrawal

After rapid consultation with the chief interests concerned, the following letter, dated January 6, was issued by the author of the scheme:—

Jan. 6, 1926.

The Advertising Manager,

Messrs._____

DEAR SIR,

My Letter to You of Jan. 1.

Since writing you, I have decided to withdraw entirely the suggested plan of the "Clearing House."

It is not regarded by the newspaper world as in keeping with the highest principles of advertising, and is liable to jeopardise the good faith which has always existed between the advertising agents and their clients.

So please do not consider the matter any further.

Yours faithfully,

Wembley at Exeter

The British Empire Exhibition on tour has reached Exeter, and an impressive ceremony on Saturday opened a three weeks' season in the Civic Hall.

All the exhibits have come from Wembley, and are lent by the respective Governments of Australia, Canada, New Zealand, South Africa, East Africa, Malay, India and Ceylon, South Rhodesia, West Indies and British Guiana. There are samples of Empire products on sale in the British section, where twenty trade stands have been set up. A miniature Amusements Section and adequate catering arrangements are provided.

"One Grin Is Worth a Thousand Shudders"

The Hearty Note in Bovril Advertising—Some Reflections on the Humorous Half Pages of the Winter Campaign

By Gordon Freame



A humorous Press appeal that calls attention to Bovril advertising through other media

OLD friends are always certain of a welcome at this time of the year, and it was, therefore, particularly appropriate that one of the biggest campaigns over the Christmas and New Year period was that of Bovril.

And the campaign was not only big, but also interesting and effective. It aroused a great deal of comment, and it robustly broke quite half the rules that have been built up around advertising since the days when Bovril made its first appearance in the world of publicity.

"The day of quips and puns has gone for ever in advertising," the modern specialist will assure you. Bovril keeps on using them, insists on selling with a smile, ignores "reason why," and is an established success.

True, there is little new in the way of cold reason that can be said about Bovril. It is as much a part of the normal grocer's equipment as his counter. The great British public has been so well educated that Bovril is one of the staple articles of food in its dietary.

The task of the advertising is not so much to create markets as to keep a vast market going. Which is not so easy as it may sound.

If Bovril said: "Have YOU bought your Bovril TO-DAY?" they would be following out the rules quite adequately.

They prefer the strain of: "Cheerio, old bean! You'll run better on Bovril." Or, pictorially, a little man exercising before a monster Bovril bottle is reflected as a giant of fearsome proportions.

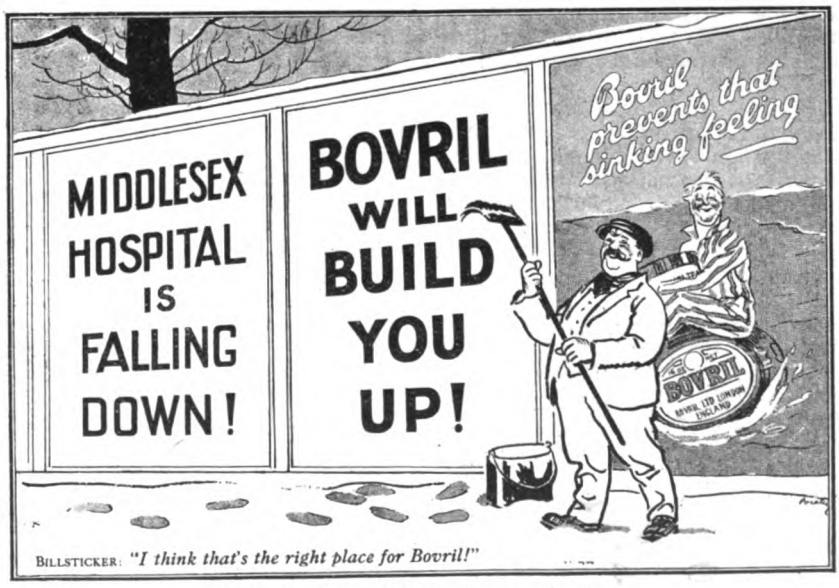
The advertising aims at sending us all, housewives, breadwinners, flowergirls and politicians, into the grocer's with a grin. It sanely realises that one grin is worth a thousand shudders. Though its appeal is largely a health appeal, it never tries to terrify us into buying, as some advertisers apparently do.

No physical wreck has ever exhibited his stomach's personal details in order to make a Roman holiday for the shareholders of Bovril. Always the advertising has a healthy, British tone. Like a privileged old friend, it slaps one on the back when one is out of sorts and cries, "You're all right. Come on, have a Bovril!"

This refreshingly vigorous note in a world that is constantly being assured, particularly in the editorial columns of the Press, that it is jaded and "done," is one of the reasons for the success of Bovril advertising. Its cheeriness is sometimes a positive tonic—and that predisposes one in favour of the product.

Another reason is that Bovril advertising is never short of ideas. Probably this firm has coined more famous slogans into real household phrases than any other. "Alas, my poor brother," has long outlived "What-ho she bumps." "Prevents that sinking feeling" is similarly surviving. Of all the long line of Bovril advertisements there is not one that is not first-class of its kind. Attention-compelling, pointedly humorous, and always bright, they have established a tradition. A lot of people would go out of their way to see a new Bovril design.

This year has seen the usual crop of new ideas. London's omnibuses



Poster appeal capitalised in a novel manner

have been used with great effect for the display of such bills as, "There's room for Bovril inside," and "You'll run better on Bovril." In the Press, Alfred Leete's representation of the latter in appropriate circumstances has been given due prominence.

The newspaper advertising campaign over the Christmas and New Year period has been extensive. Full pages and half pages have been used in a long list of London and provincial daily and evening papers. Bovril have never been niggardly in the matter of space for putting over their humorous and distinctive appeals. One cannot imagine the cheery "sinking feeling" hero languishing in a three-inch single. He is essentially a man of wide spaces.

"Old Favourites"

Some of the designs used in this newspaper campaign have been "old favourites." They may justly be so called, for the characters they contain are almost as much a part of England as Pickwick and Micawber. Certainly they have made an instantaneous and constant appeal to the public mind.

A triumph of the engraver's art has been secured in the reproduction of some of these "old favourites" in daily newspapers. Half tone blocks of full-page and half-page size have been used with conspicuous success in spite of long, fast runs on newspaper stock. The vertical and horizontal screen (about 65), described in the WEEKLY on January 28, 1925, was employed. The reproductions justified what must have seemed a bold move, for which congratulations are due to Bovril Ltd., to S. H. Benson, Ltd., their advertising agents, the blockmakers and no doubt also all the newspaper printers and machine-minders concerned.

Brightness and Topicality

The new designs do not lag behind the Bovril tradition of brightness and topicality. Alfred Leete's happy effort has already been mentioned, as has Will Owen's picture of the little man's happily magnified reflection by the Bovril bottle. "Middlesex Hospital is falling down" and "Bovril will build you up" as posters in juxtaposition in a billposting scene formed another compelling half-page.

Many leisure Christmas hours must have been spent in endeavouring to build up the Bovril cross-word puzzle. In this competition the usual conditions were reversed. Black and white squares were given in the conventional manner, and competitors were required to find their own clue words to fit in with the words "Bovril puts beef into you!" which occupied a number of the white squares. Comparatively few people have tried to construct their own cross-word puzzles, and here was a fascinating chance provided—and at the right time.

And Bovril advertising generally gets home at the right time. It is conducted with a flair that has built up a vast business. It possesses the vital spark that is missing in some of the most modern and scientifically conducted campaigns. Its quips and occasional puns may savour almost of heresy to the apostles of exact advertising, but it has the supreme merit of human interest. It is never addressed to so many units of intelligent buying-power; its message is for the men and women, all of them, who happen to pass by a hoarding or glance through a newspaper page. That is why it succeeds and keeps on succeeding.

THE ADVERTISER'S WEEKLY
NET SALES

We feel compelled to correct an error in fact which has crept into the new issue of the carefully compiled "Crain's Market Data Book" for 1925-26. This gives a totally erroneous impression about the net sales of the ADVERTISER'S WEEKLY. The statement appears thus :—

"Advertiser's Weekly" Circulation (Publisher's Statement) 4,000.

As our readers are aware we have for several years published a regularly six monthly net sales certificate audited by an independent firm of Chartered Accountants.

The latest available audited figures are from Jan. 1 to June 30, 1925, and average

5,177
copies per week

Line Drawings from Half-Tones

By Harold B. Pereira

ONE of the first tricks a commercial artist learns is the making of what is sometimes called the bleached photo drawing. This consists of drawing in waterproof ink on a photographic print and then bleaching away the photograph with chemicals. It is employed as a time-saver to ensure accuracy of detail and proportions in mechanical subjects and the like.

But it frequently happens that a line drawing of a subject is required and the only available "copy" is a half-tone *block*. The half-tone may represent a topical scene in which a certain make of motor car or loud-speaker appears prominently, or it may be a half-tone of a poster or a piece of machinery. The need for a line drawing often arises in foreign countries or in the provinces where prints from the original negative are not available for making bleached photo jobs from.

It is also a common occurrence for an advertiser to go to a deal of trouble and expense to obtain a satisfactory retouched job of a piece of machinery. In cases like this, a half-tone proof is better than a print from the negative, on account of the absence of unnecessary background detail which is sometimes confusing. Or it might be that a contact print of the original negative would show conflicting reflections and high lights or a portion of the subject out of focus.

But no matter what the reason may be, if a half-tone block exists, a bromide print is unnecessary. All the ad. man requires is a proof of the block in light blue ink. The artist draws on it in black drawing ink, and this serves as the line block "copy"; the blue half-tone dots, where visible to the eye, are not recorded by the camera, and for practical purposes do not exist.

In subjects possessing a deal of intricate detail which is not very discernible in pale blue, it would be helpful to pull a pilot proof in black. With this as a guide, the artist need not puzzle over doubtful points. He can confine himself to simple outlines or indulge in the most elaborate shading and can introduce a mechanical tint where desirable. The art paper that half-tone proofs are usually pulled on does not afford a good "foothold" for blue pencil, but it will take light washes of water colour very well.

Hand-Written Posters

Importance of High Grade Lettering—More Hints for Provincial Advertisers

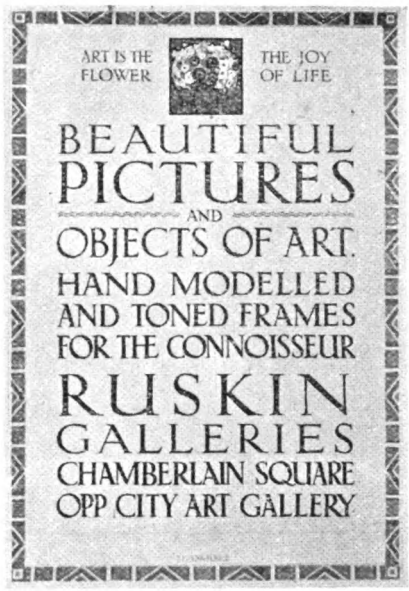
PROVINCIAL advertisers, particularly those to whom only a comparatively small annual expenditure on publicity is possible, have been much interested in the article on hand-written posters in the last issue of the WEEKLY. Many of them had evidently failed, hitherto, to realise the possibility of this form of outdoor advertising for their purposes, and they are now turning their attention to it and seeking advice on the subject.

And in the correspondence which has reached us there is a note of criticism of the particular example of hand-written poster which we gave to illustrate the article. This is not surprising, for it was reproduced from a poor photograph in the first place, and in the second place it did not pretend to be a front-rank example of the work that can be done by the sign-writers of the country. It was an actual example of inexpensive work done locally.

We print this week examples of other hand-written posters in order that those who are considering the use of this kind of work may have a high standard by which to judge the designs suggested to them. One of the most important points to look for is the quality of the lettering. The example given of a poster for the Ruskin Galleries of Birmingham should be studied in this connection. It was one of a series executed by a local designer, Mr. J. G. Lawrence, for fixing in New Street Station. Mr. Lawrence is not a poster artist, but he was interested in the experiment because he realised, as do most other people with artistic training, that the great weakness of hand-written posters has been the commonplace quality of much of the lettering. The example we give was done on a light soft grey paper, with black letters, a bright little picture at the top, and a border in blue, green and cream. The whole poster was framed in white.

Mr. K. Ommanney Shelford, of Laidlaw Publicity, in some comments on the subject, writes :—

"I think that Mr. Phillips is inclined to disparage the artistic possibilities of the medium, and to convey the impression that the hand-painted poster is suitable only for the small advertiser. Perhaps the example of a thoroughly bad poster,



Hand-drawn lettering by a Birmingham designer

with which he illustrates his article (for it is a *very* bad poster) tends to strengthen my impression. So I would add a reminder that the hand-painted poster of an altogether better type than that shown by Mr. Phillips is now being actively used by a number of very large advertisers as well as by small ones. Appeals frequently have to be changed, and the popularity of solus positions, often of unconventional shape and size, is increasing. Consequently there is a demand among national advertisers for changeable hand-painted posters to fill these sites. Such posters must be quite as good as the printed article, whether pictorial or letterpress. Some advertisers using them at the present moment are Eno's, Imperial Tobacco Co., and The Stoll Theatres, both in Central London and suburbs (who have frequently used posters up to 200-sheet size for special positions on hoardings), while the British Empire Exhibition used a very large number of hand-written posters in Trajan type painted in oil colours, and they made a most effective display.

"The difficulty in popularising the hand-painted poster with the best class of advertisers is due to the very poor quality of many of the posters issued by cinemas, retailers, etc. These poor quality posters are written in printers' ink, which is very cheap and very easily worked, but is most unsatisfactory both in the effect it gives and in the matter of lasting quality. If all discriminating advertisers would consent to foot the bill for their posters to be painted in oil colours on thick paper, they would be surprised at the effectiveness of the display produced and its added pulling power. Also, the poster will last as long as the appeal, so that renewals are saved, while the first cost of a poster in oil colour is not much more than that of a good poster done in the cheaper medium.

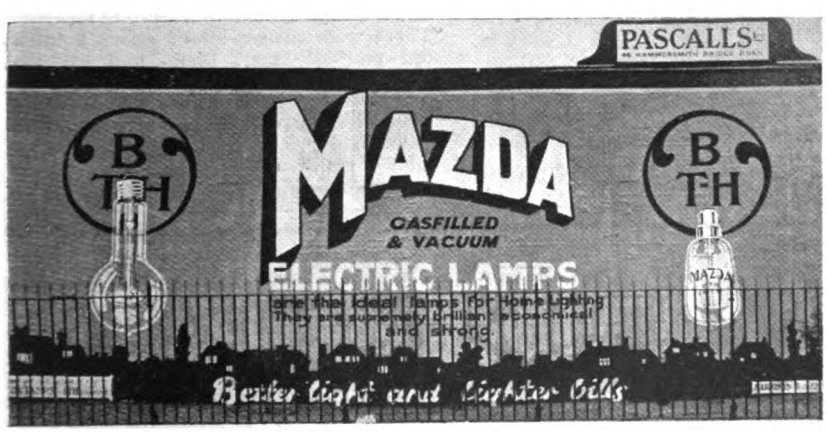
"I hope Mr. Phillips will understand that my remarks are intended to be additional rather than critical."

Mr. F. T. Harris, who also speaks with authority on the subject, is another critic of the example given in the article.

"It is common knowledge," he says, "to those in the trade that the abominable grade of lettering on most hand-written posters renders the use of them a very doubtful proposition financially, and considered the very lowest form of advertising."

He points out that first-grade sign-writers now receive probably the highest rate of wage of any trade in the country.

We reproduce two hand-painted posters done by Mr. Harris's firm, which will serve to show the small advertiser the standard both of skill and of size to which these posters can attain. Work on this scale may be, at the moment, beyond the appropriation which is possible to the small advertiser, but there is no reason why he should be content to accept work of lesser *quality*. Full value for expenditure on advertising will only be pulled by work of good quality, and if the purchasers of hand-written posters set a high standard in their demands, the local sign-writers will be compelled to improve their output.





Two hand-painted posters on a large scale executed for the London hoardings by Harris, the Sign King

New Year Festivities

THE Happy New Year Ball at the Albert Hall, organised on behalf of the Middlesex Hospital and the British Empire Service League, was a great success, and many people prominent in advertising were present to dance the New Year in. A feature of the evening was the parade of the *Sketch* and *Tatler* Girls.



Some "Sketch" girls at the Happy New Year Ball

ALDWYCH CLUB

Highly successful as was last year's Children's Revel—the first the Club had organised—it was eclipsed by that given last Saturday at the Hotel Great Central, attended by more than 350 little ones and grown ups. From start to finish it was one jolly romp—with Mr. H. King Potter as Father Christmas, the Weller-Langton band as bright instrumentalists, Mr. Ernest Sewell, a clever conjuror, and a delightful dancing act by a troupe of children from Misses Cone's School of Dancing. Miss Marie Studholme and Mr. Huntley Wright assisted Mr. P. J. S. Richardson to judge for the prizes awarded in the fancy dress parade. The children were given presents of various kinds, including a parcel of toys to each, kindly sent by the President, Sir Charles C. Wakefield.

We have received the following communication :—

DEAR MR. EDITOR,—

Dad tells me you couldn't come to the wonderful party last Saturday as you were going to a children's party somewhere else. He has gotten a bad cold and has now asked me to send you this as he can't write it himself. I haven't written much, although the fellows at school say my footer notes in the school magazine are good, but Smith major, who is the editor, says I can't write for toffee.

Well it was really a wonderful affair and by far the best party I've ever been at. We fellows had a great time. Father Christmas, I think he was a club friend of dad's so well disguised I don't think many knew who he was, was very friendly and very kind to us. They had a funny band who played all the things we have on our records. And what a ripping floor to dance on, and so many nice girls to dance with. And the small brothers and sisters who couldn't dance thought it was fine to slide on, and they sometimes fell down, but laughed instead of crying as you might expect little kids to do.

It wasn't all dancing and games. There was an awfully clever conjurer there. He got us all seated on the floor to watch him doing the things he did. One of my school chums, who was asked by father to go to the party, got a box of conjuring tricks for a Christmas present, but he told me afterwards he doesn't know how the man did all the things he did so cleverly.

After this we had tea, all sorts of nice things. It was a fine tea for those home from school. Then a lot of men came round with crackers, paper hats, balloons (with *Daily Graphic*, Bovril and Nestlé on them), squeakers, toy trumpets and a great many noisy things. I think this was one of the best times we had, and we made an awful row and enjoyed ourselves no end.

But they didn't let us carry on like this for long, as those who were in fancy dresses had to go up and be judged. What a lot of nice prizes they gave away! One of my chums got a watch and another a pair of roller skates. A little girl who was in our party had a nice big doll given to her and another one a box of Columbia fairy-tale records. There were such a lot of prizes I can't tell you all about them, and all the smallest girls and boys who were dressed up got woolly toys to take home. Then we had more dancing and more games followed by a dancing scene given by a lot of children.

It was nearly time for the party to



A procession of "Tatler" girls at the Albert Hall

The SUNDAY CHRONICLE
The Sunday Journal of the well-to-do

Again!

The Times

DURING 1925

carried a greater volume of advertising than any other newspaper published in Great Britain—conclusive proof of its claim to be

THE GREATEST FORCE IN MODERN ADVERTISING

THE ADVERTISEMENT MANAGER
PRINTING HOUSE SQUARE,
LONDON, E.C.4.

A Short Intimate Talk Broadcast from "The YORKSHIRE EVENING POST." Leeds.

"ABOUT OURSELVES."

A moralist of a former generation said that the person you are most likely to injure by talking about is yourself.

In a series of talks in this column we wish to tell you something about the *Yorkshire Evening Post*, which is impersonal and outside the moralist's rule. Like other old-established firms, we have been very modest about it in the past.

We have, it is true, taken our own medicine, and by various advertising schemes have kept the name of the paper steadily before the people of Yorkshire. And so, by turning out one of the brightest and most efficient evening newspapers in the country, and building up a fine selling organisation, we have reached a circulation of something like 200,000 copies a day.

This has been done without noise or clamour. Perhaps with too much modesty (having regard to present-day manners) we have abstained from talking much about it.

But since exaggerated and misleading assertions have recently been published about evening newspapers in Yorkshire, we propose to be less reticent. After all, we have reason to be proud of the evening paper which of those published in Leeds is first in circulation, first in the number and space of advertisements carried (whether national or local, display or "smalls"), first in influence, first in quality.

Therefore, there is a good deal to tell of the activities of the *Yorkshire Evening Post* to those who are interested in newspaper advertising. Everything shall be set down modestly and accurately—from the fact that for a quarter of a century we have always, but for short intervals, had builders' workmen about our head office extending, extending, extending, to the development in size which on one occasion literally staggered our distributors and sellers with an issue of 16 pages 8 cols. wide.

This is by way of introduction. In the meantime, we would like all who study advertising media to bear steadily in mind that the *Yorkshire Evening Post* is pre-eminent in its territory, and we invite them to prove it by keying the advertisements which they may place with it.

LONDON: 171, Fleet St. *Central* 8770.

LEEDS: Albion Street, *'Phone:* 20401.



The merry youngsters at the Aldwych Club Children's Party

(Photo by Alfieri, 12, Red Lion Ct., E.C.4, from whom prints of photos taken at the party may be obtained)

be over, so we were all asked to form up, when the band played, and told that Father Christmas had something for us. He stood in front of the Aldwych Toy Shop, where there was a Christmas tree, and next to a bookstall, and with some more men to help him he gave us a parcel, toys and things, with love and good wishes from the President, Sir Charles C. Wakefield, Bart., the card said. Then at the bookstall we all got books.

SMITH MINOR.

N.A.B.S. Children

The children whose interests are the care of the National Advertising Benevolent Society were invited last Saturday to a delightful party by Mr. and Mrs. James Strong at the Polytechnic, Regent Street, W. The staff of Messrs. C. Mitchell & Co., Ltd., entered heartily into supporting their chief, and with a few friends, including Mr. Robt. J. Owen and Miss Elsie Owen, waited on the little guests and saw that they had a most enjoyable time. All the good things that go to make up a bright and entertaining party for children were provided, including a talented young conjurer and a clever Punch and Judy man. Mr. Thompson amused the youngsters as Father Christmas, and Mr. Gooding presided at the piano.



The N.A.B.S. children at the Party on Saturday

For Commercial Artists

UNDER the auspices of the Royal Society of Arts, the third annual competition of industrial designs will take place in June.

In Section 1 (Architectural Decoration), cash prizes are offered for designs for metal and glass fronts for lifts, metal shop fronts, metal window frames, and wallpaper, while the Lewis Berger scholarship is also available in this section.

A prize of £50 is offered by Lever Brothers (in Section VI.) for the best series of six lay-outs for Sunlight Soap Press advertisements. A Cadbury Bournville Travelling Scholarship of £50 is offered for a set of two designs suitable for chocolate boxes. J. S. Fry and Sons, Ltd., Rowntree and Co., Ltd., and A. J. Caley and Son, Ltd., also offer prizes.

For a poster advertising "Underground Railway Season Tickets," the Underground offers two prizes of 10 guineas and two of 5 guineas. For an endpaper for their diaries, Charles Letts and Co. offer prizes of £20 and £10.

Other sections of the competition cover textiles, furniture, book production, and pottery and glass.

MARKETING OPPORTUNITIES



Advertising Bicycles

In this Country approximately one person in eight is the owner of a bicycle.

With its nett sales over **3,000,000 copies** per issue, the NEWS OF THE WORLD has—on the low basis of three readers per copy—some 9,000,000 readers each week.

These figures show that the owners of some **1,125,000 bicycles are readers of the** NEWS OF THE WORLD.

Thus it is easy to visualise the opportunities provided by this paper for its advertisers who meet the constant demand for bicycles of all types.

NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.

Advertising that is Not Done by the Government

National Services about which the Nation is Told Nothing—Lack of Selling Plans for Telephones, Postal Facilities and Insurance

by H. Wentworth James

IT is not long since the then Postmaster-General made, in the course of a speech dealing with the Postal Services, what seemed to me a very remarkable observation. He said that if more people could be induced to use the telephone, he (the P.M.G.) would be able to give the public a much better and cheaper service.

Of late years the Government has had signal proof of the value of advertising, so much proof, indeed, that its former sceptical attitude (I could tell a tale) has given place to a realisation of what publicity can accomplish.

And yet we have a whilom Postmaster-General lamenting that more people cannot be induced to rent a 'phone, and no single reference to advertising.

Backward

It is perfectly true that the Telephone Development Association is putting out some copy (excellent copy, too, judging from the little I have seen); but surely such a very big business deserves a bigger boost and a wider area of appeal? As 'phone users we are a backward nation, not merely compared with the United States, but compared with the smaller European countries. Most business men (not all) install a 'phone because they feel they ought to, but there is a vast untapped section of the community that never uses a 'phone (except for rare appearances at call offices), because the use of this handy instrument has never been suggested to them. There are very many thousands of well-to-do householders who could afford a 'phone, but they do not realise or appreciate its advantages.

I have myself known people driven to use the 'phone by the entreaties of their friends. "Really, you must," they say. "You miss so many things if you're not on the 'phone!" And so you do, but the Government, as the seller of telephone service, ought to push home the lesson to the profit of everybody concerned.

Need for Salesmen

Some while back I found myself in part of a certain London suburb where the householders are obviously in good circumstances. There was an accident, and a frantic search was made for a 'phone. The nearest was almost a quarter of a mile from the fatality, and as that belonged to a doctor it was unnecessary to use it. Most of these fine houses undoubtedly contained the amenities and a goodly proportion of the luxuries of civilisation. The advantage of the 'phone had never been brought home to them. Is there such a thing as a telephone salesman? I have never seen or heard of one, and yet what a field exists for him (or her) in connection with live and vigorous advertising on a scale commensurate with the product, and its possibilities!

Secrets of the G.P.O.

The Government has the monopoly of conveying the country's mail, and on the whole the Government does the job very efficiently. Letters lost, stolen or strayed are rare. But the Government takes it for granted that everyone knows all about the facilities available by post office or pillar-box, and makes no attempt to develop this valuable monopoly. Such development is, of course, of intense interest to John Citizen, because it means bigger profits and less taxation, or an improved and possibly cheaper service.

By the use of Publicity in connection with its Postal and allied services the Government could undoubtedly add 25 per cent. to the volume of letters and parcels carried. Let me instance one example from my own experience. I have a man working for me whose brother is in the States. He confessed to me quite a while ago that he had not written to his brother as the postage would cost too much. When he was told that he could send a letter to the United States for 1½d. he was incredulous. And this man is by no means a fool.

Left to Find Out

I am writing this article before the advent of Christmas. Very many thousands of letters ought to go overseas with Christmas greetings, but they do not because the writers miss the mail, or do not write at all. There is nothing told them. If they want to know they must find out. Imagine Selfridge letting them find out for themselves. Of course they can inquire at the Post Office, but this is the attitude of the old-fashioned shopkeeper. It is not the way to build a business.

People are sending fewer letters *per capita*, said a former Postmaster-General. He blamed the telephone and the general rush of modern existence. I am inclined to suspect the truth of this explanation. There are literally millions of people in the country who feel they ought to drop So-an-So a line, but who never do it. The Government may retort that, having established a cheap and efficient postal service, it has performed its part, but I feel sure that shrewd business men among our legislators would not accept this. The inventor of the safety razor might still be a comparatively poor man if he had acted on this principle.

Why shouldn't the Postal Service be advertised? It is a fascinating subject, full of "copy" and alive with suggestion. Suppose that this Department was handed over to Mr. Gordon Selfridge, Sir Sydney Skinner and Mr. W. S. Crawford to operate during 1926. Does anyone doubt that 1926 would put up a thumping new record in letters, postcards and parcels collected and delivered? And does anyone doubt that the bonds of Empire would be knit a little closer?

The Savings Campaign

Skilful advertising is the power of suggestion. There is something hypnotic about it. The Government knows how it has taught people to save. It can force the pen or pencil into millions of hands which, at present, contribute nothing in this way to the revenue of the country or to the amenities of life.

I should like to see (and anticipate that I shall live long enough to see it) the Government using advertising to inculcate into the minds of the people the great blessing of insurance. Perhaps some of you do not know that the Government, among its side-lines, runs an Insurance business—at present in a very shy fashion. Insurance is one of those things that many of us learn far too late, and it resembles golf in the fact that the sooner you know about it the better. I do not mean that the Government need necessarily enter into stern competition with the many excellent existing Assurance Companies. As a matter of fact, it would be co-operation rather than competition, and such co-operation as the companies would warmly welcome. The Government could advertise Insurance with telling effect and with a voice that all would listen to. Savings are, alas! often spent, but Insurance is something that only goes when the very last desperate extremity has been reached. If and when the Government preaches Insurance, the country may look forward to millions lopped off the Poor Law expenditure.

Unknown Facilities

May I, without the suggestion of offence, emphasise a little point concerning the value of advertising in the Government's own special business.

The conveyance of an express letter by hand is a function of the Government monopoly. Some post offices have these messengers and some do not. You can only discover this (at least so I have found) by inquiry. There is a company called District Messengers, working under licence from the Government, which puts its lads into a uniform and shouts its wares. The consequence is that most people use District Messengers for the job. I have done it myself, although I have discovered that the post-office messenger (when I can find him) usually conveys my urgent message at less cost.

Verb. Sap.

"Buy British"

The North British Rubber Co., Ltd., is printing on all its literature a stamp bearing the words "Buy British Goods"—with the appropriate slogan added "Not only British but North British."

Essentials
of Productive Advertising

Sound Advertising can be done only by those with wide experience of the problems of Marketing and Selling, combined with a true instinct for the Selling Points of a Product. And they must have at their command a Complete Organisation to do the practical work which shall make their Plans economical and productive of Results.

We offer to Manufacturers and Distributors an Advertising Service which completely covers these essential requirements. It includes an experienced Advisory Service, Copy, Art, Outdoor Publicity, and Overseas Advertising Departments, with a model Printing Works and Foundry.

This comprehensive Service permits unity of effort, economy, efficiency, and that privacy which is often vital to success, and which cannot be secured by an incomplete organisation dependent upon outside aid.

We shall be glad to welcome Business Visitors to show them our Equipment, our Methods, and our Records, and to give them an insight into the work of our Complete Advertising Organisation.

MATHER & CROWTHER LTD.

Head Office : 10-13, NEW BRIDGE STREET, LONDON, E.C. 4.
Printing Works and Foundry : BARTHOLOMEW CLOSE & KINGHORN ST.
Telephone : CITY 6290 (5 lines).



Hidden away in the cold, commonplace phrase "Sold out," is many a little advertising romance.

O

When the proprietors of Stone's Ginger Wine 'phoned these words through to us last week we felt they had added the last chapter to a modest little study in opportunism.

O

"Sip it—Drink it—Drain it."

O

Merely, in the beginning, an idea for a half double column.

O

But, to the opportunist, a theme for a whole campaign.

O

Many nice things have been said about the "Sip it—Drink it — Drain it" campaign for Stone's this year.

O

But none of them has given us more satisfaction than the simple message from our client —"Sold out!"

O

E. W. BARNEY LTD
ADVERTISING,
CENTRAL HOUSE,
KINGSWAY,
W.C.2.

Telephone:
Regent 6104/5

Members of the Association of British Advertising Agents Incorporated.

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

Advertising that "Unsells"

Sir,—The negative advertising copy applauded (from Dublin) as expressing a new selling (!) point for chocolate surely calls for some kind of comment, even at the risk of the usual chuckling retort. It is true enough that what slow-witted John Bull calls an Irish bull often turns out to be only the latest example of the passionate Irish love of paradox. But this will hardly excuse Mr. O'Kennedy's defence of the Urney Chocolate selling point, which is so very obviously only an unselling point. Here, on this side of St. George's Channel, experience has long ago taught our gloomy copywriters that when an advertiser tries to unsell his competitor's product, all that he does is to blacken the general reputation of the industry which he adorns. The purpose of advertising is to foster buying habits. Negative copy only fosters market-resistance. Few things are less calculated to create a thirst for beer than the enthusiastic announcement that Bung & Co.'s brew is free from arsenic.

THOMAS RUSSELL,
President, Incorporated Society of Advertisement Consultants.

Newspaper Pictures

SIR,—Why is it that the daily Press generally obtain such good results from their half tones on the "Picture Pages," while if one attempts a similar success on the advertisement pages, the effect is usually appalling?

Yours faithfully,
Hudson Essex Motors, Ltd.,
W. M. WOODGATE,
Advertising Department.

The Advertising Association

SIR,—It seems to me that an Association on the lines suggested would be of very great value and would strengthen the profession immensely. Whilst every effort should be made to include every suitable phase of advertising, proper regard should be had to the dignity of the profession by eliminating every undesirable element. It seems superfluous to make any such comment, because I know from the reputation of those at the head of affairs that there need be no fear that proper precautions will be taken. I look with interest on the prospect, and hope that a successful Association will soon be inaugurated.

J. C. GRIME,
Managing Director,
Manchester Billposting Co., Ltd.

The Advertising Association

Sir,—I read with interest in the current issue of ADVERTISER'S WEEKLY the letters from prominent members of the Advertising profession expressing opinions on the A.A. Manifesto. Two letters refer to the important question of selection of members, and one—from Mr. Donald Howat—specifically suggests an examination. May I suggest that the Annual Examinations promoted by the I.S.A.C. have already provided an excellent test of fitness and that these papers should be adopted by the A.A. as an entrance qualification.

The Intermediate Papers should be quite searching enough as a test for Associate Members and the Final as a qualification for full membership.

It would be interesting to have opinions from others of your readers on this point, since it is obvious that if the A.A. is to have any status whatever it must give individual status to its members. It is equally obvious that unless it intends to disqualify younger members of the profession, the A.A. will have to moderate its fees. This can best be done by the means of graduated membership.

S. O. SHAWE.

Goodmayes, Essex.

A Word of Warning

Sir,—I notice that on your page giving the Manifesto of the Association, you quote them, quite correctly, as saying, in paragraph 8, "Just as the Medical Association directs and controls the activities of doctors . . . so the Advertising Association will direct and control the activities of advertising men."

Now, Sir, while our firm welcomes any attempt to place Advertising on a better footing as regards the public, and all attempts to eliminate positive dishonesty or malpractice, and while we have striven ourselves, in our modest sphere, to eliminate the two great curses of the profession, advising clients to their own detriment (knowingly) and allowing travellers to demand prepayment from casual clients, we consider the Medical Association has a great deal too much power over the doctors, to many of whom it makes itself an intolerable nuisance. We trust, therefore, that the powers sought by the new association will prove to be advisory merely, and that no form of what I shall term militant vocational organisation will be obtained. If it is, then I think that it will be to the interests of all but the very large agencies to refuse to have anything to do with the Association.

My reasons for asserting that, on a long view, militant vocational organisation is essentially unsound are these:—

(1) That it leads to attempts to settle prices by *force majeure*, instead of leaving them to natural factors such as supply and demand, and inherent quality.

(2) That if one side to a potential dispute organises on militant lines, the other side inevitably follows suit.

(3) That the country's experience of Trade Unions and Masters' Federations proves conclusively that militant vocational organisation results in stoppages, curtailings, and over-restriction of trade, damages the interest of the general public, creates in that public distrust of the profession concerned, and while increasing sectional rates of remuneration, so reduces the general resources as to make the net effect an immeasurable loss, and not a gain at all!

Just as a great many of our British Laws result in injustice to the poor without being in any way intended to have that effect, so the effect of professional regulation is to eliminate not the bad, but the inadequately capitalised.

And it is in the interests of the latter, partly, that I pen this letter. The penning of it will probably be against my own interests, though it will be a long time before the fetters of professionalism are securely fastened around.

A. GASCOIGNE RICHARDS,
Proprietor Varcoe & Richards, Leicester.

The MARCH GOOD HOUSEKEEPING

In addition to its numerous usual features, will deal fully with the "Daily Mail" Ideal Home Exhibition, which opens at Olympia on March 2nd.

Intensify your Show-time efforts with representative space in GOOD HOUSEKEEPING.

Your advertisements will be seen and read by thousands long after the Exhibition is over and all but forgotten.

GOOD HOUSEKEEPING'S Stand, as in previous years, with its Daily Cookery Demonstrations, will prove one of the chief attractions.

FINAL PRESS DAY, JAN. 27th

For fullest particulars and rates, write—
C. R. Fastnedge, Advertisement Manager,

GOOD HOUSEKEEPING

153, QUEEN VICTORIA STREET, LONDON, E.C.4.

Northern Office: 1, Princess St., Albert Square, Manchester.

Ad. News in Brief

Staff Changes and Appointments—Mr. C. J. Sibbett Honoured—National Vigilance Committee's Warning—Postmarks Advertise British Industries Fair—Death of Sir John le Sage

A Great Newspaper Man

Sir John Le Sage, late managing editor of the *Daily Telegraph*, who was on the staff of that paper for 60 years, died at his home at Hurlingham last week. Sir John retired from the *Daily Telegraph* in June, 1923, having been created a knight in 1913.

Elected to the Board

Mr. C. Pirie Williams has been elected to the directorate of the W-M. Publicity Service, Ltd., following the retirement of Mr. John Ames. Mr. Williams founded and conducted the successful Williams' Publicity Service of Sydney, Australia, where he was president of the Advertising Service Agents' Association during 1923, 1924 and part of 1925. The new addition to the board will develop the Australasian section of the W-M. Publicity Service, Ltd.

New Appointment

Mr. G. Libby, formerly Manager of the Outdoor Publicity Department of Lord and Thomas, Ltd., has now joined Walton Harvey, Ltd., to take charge of a new Outdoor Service Dept. which this agency has opened. Mr. Libby, who is well known in the outdoor publicity world, has had an extensive experience in the planning and placing of national poster campaigns.

Jeanne Farrer

"Our new art treasure!" is the title of a delightful new folder issued by the Bree-Pearson Studio, Leicester, to introduce Jeanne Farrer, a fashion artist who has just joined them. The folder is illustrated from her scrap-book, and shows that the artist introduces into the delineation of fashions a touch of life and character which compels attention.

Retiring

Mr. R. T. Benstead, who has been associated with the advertising department of Bass, Ratcliff & Gretton, Ltd., the Burton brewers, for the last 23 years, has retired on medical advice. Mr. Benstead, who has been in the service of Bass's for 38 years in all, has done much to bring the name of the famous brewing house into prominence—his activities at early aviation meetings and other exhibitions are remembered. On December 30 the advertising staff presented him with a case of De Luxe Loewe pipes, Mr. Ray Tooby making the presentation.

Presentation to Mr. W. P. Bowman

Mr. W. Powell Bowman, head of the firm of Messrs. Goodall Backhouse & Co., makers of Yorkshire Relish, G. B. Sauce, and other well-known advertised goods, has been presented with a portrait in oils of himself by the whole of the staffs at White Horse Street and Sovereign Street, Leeds, and at London, numbering nearly 300. Until two minutes before the presentation was made Mr. Bowman had no knowledge of the gift. The portrait was painted by Mr. Ernest Moore, who has recently gained much notice by his painting of famous Yorkshiremen. Mr. R. C. Taylor, the oldest employee of the firm, handed over the gift.







Regent Advertising Club Cup winners:—Top (left) Miss H. K. Munro, Caxton Cup; (right) Mr. S. T. Smith, Higham Challenge Cup; (below) Mr. R. Breslin, Goodenough Challenge Cup

Scarborough's Advertising Chairman

The death occurred last week of Alderman William Boyes, ex-Mayor of Scarborough, who had been ill for some time. The business he founded, "Boyes Remnant Warehouse," is one of the biggest shops in Scarborough, and there are large branches at Newcastle-on-Tyne, York and Hull. Until last year he was chairman of the Advertising Committee of the Scarborough Corporation.

South African Honour

Mr. C. J. Sibbett has been re-elected a member of the Provincial Council for the Central Division of Cape Town. He resigned his seat on the Council in 1924 in order to visit London and attend the Convention at Wembley. Owing to the death of his successor, he was recently approached to re-enter the House and has been returned unopposed.

Dorland's Creation

Tommy Prattkins, who made so apt an appearance in a recent cartoon in the *Glasgow Evening Citizen* (reproduced in the Christmas Number of the WEEKLY) was created by the Dorland Agency, Ltd., for the Anglo-American Oil Co., proprietors of Pratts Perfection Spirit.

Distribution

Mr. John C. Kirkwood is giving a course of six lectures on the Distribution of Products in connection with the Department of Industrial Administration at the Polytechnic, Regent Street, W. The lectures commence on January 25.

A Rubber "Boom"

An ingenious New Year Card-cum-Advertisement was sent out by Vultex Products, Ltd. The opened card looked like a cigarette-case, the bands which hold the cigarettes in place being made of rubber in a form adapted for this particular purpose in real cigarette-cases.

A Warning Bulletin

The British National Vigilance Committee have issued a second notice to advertisement managers about the nature of certain types of hairdressing implements which have been widely advertised. The implements have been examined by a competent authority and submitted to prolonged tests, with the result that the authority reports that they "are useless for the purpose claimed." The claims made, he says, "to any practical man, are, of course, ridiculous."

Leipzig Fair Film

A private show of a new film describing the history of the Leipzig Fair was given at the American Company Cinema, Wardour Street, W., on Monday, December 21.

This film is the work of Dr. Walter Lange, who has picturised the story of the Fair from 1160 A.D., when it was founded, to the present day. It shows how tradition and custom have moulded the conduct of the Fair. The film may almost be described as a text-book in the art of running a fair, and in these days of fairs and exhibitions is of unusual interest to advertising men.

Postmark Advertising

Letters, postcards and other postal packets are being post-marked with the words "Buyer's opportunity. British Industries Fair. February 15 to 26. London and Birmingham."

Type Book

A useful type book is that of C. & E. Layton, of Farringdon Street, London, which contains examples covering wide ranges of size of 39 type faces. The type pages have been built up with the object of being helpful to the layout man, and there is no doubt that this service will receive practical appreciation. The general standard of production in the book is beyond reproach.

Burndept's New Copy

Sir Charles Higham signed a personal tribute to the efficacy of the Burndept wireless receiving sets in the copy for the new Burndept advertising which began appearing with the turn of the year. It was a novel note to wireless advertising, carried out in an effective display, and it attracted immediate attention.

War Posters

There is at present on view at the Imperial War Museum, South Kensington, a special exhibition of war posters. Works by well-known German and Austrian designers are included.

Another Telephone Change

The telephone number of the Paul E. Derrick Advertising Agency, Ltd., is now Regent 7821.

Change of Address

The *Referee* has removed to 17, Tudor Street, E.C.4, the new telephone number being City 854.

The Maurice Ford Advertising Agency are removing to 8, Roman Grove, Roundhay, Leeds.

Rate Cards Wanted

Harvey's Advertising Service, Bank Chambers, Scale Lane, Hull, require up-to-date rate cards and specimen copies.


NEWS
& Pulls

Staff Training as a Selling Point

Denton Confectioner's Novel Campaign

By J. W. Hallowell

RETAIL confectioners as a general body are not big advertisers, and the local weekly Press throughout the country only carry a very small percentage of display advertisements for this particular class of retail trader. But Mr. Croft, confectioner, of Denton, near Manchester, is an exception to the rule, for he takes space weekly in the local Press, and a recent special three-week campaign of his had a novel and very effective appeal.

He advertised the efficiency of his staff training as an indication of the merits of his products.

Appeal to Mothers

In the first advertisement he appealed to the mothers of girls, and had an interesting chat with them on the training of girls and its effect upon their after life. The copy ran on these lines :—

" If you'd a girl, a girl to whose development you had devoted the best years of your life, how would you wish she should be trained in her selected trade or profession. Slackly—without regard to the type of woman she may become—or strictly—that she may, by habit, be a craftsman in any kind of work she undertakes? In the latter way, of course—and it is in this way that Crofts train the girls handed to their care. Commencing Friday, November 27, Crofts will demonstrate by a window display the effectiveness of their training by showing the work of a girl of 15 who had only been six months in their employ."

The next advertisement was devoted to a 15-year-old girl, " Bertha," an assistant with six months' training. In the advertisement a photograph of the girl appeared, and a bold headline " Bertha " was followed by some interesting copy as to who she was and what she was specially making. Under the photograph appeared a list of the girl's confectionery abilities. An assortment of confections made by the girl were the features of a special window display, at the back of which a framed photograph (an enlarged reproduction of the one appearing in the advertisement) completed the appeal to the public.

The response exceeded Mr. Croft's anticipations, and the public interest in this girl was extraordinary. Hundreds of people came to buy "Bertha's" own makes.

The following week a 16-year-old girl, " Maggie," an assistant with eighteen months training, was featured in a similar manner. The results were repeated. People from the neighbouring towns came to pay homage to " Maggie."

Popularity

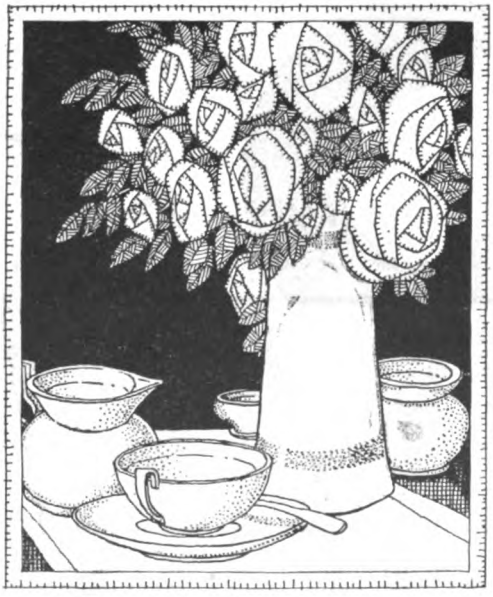
Further striking results were witnessed. The clever layout with photographs and headline of the girl's Christian name arrested the public eye, and in the case of " Bertha," two unusual proofs were provided. The advertisement appeared in the *North Cheshire Herald,* on Friday, November 27, and on the Saturday evening, when " Bertha " attended a dance in Hyde she was besieged with cuttings of the advertisement. Nearly everyone in the dance hall had a copy. This was repeated on the following day, the girl's entry at the Sunday School being hailed with further cuttings.

There is not the least doubt that providing the training is sound other traders could adopt this scheme to advantage.

British Industries Fair

Over 1,000 British firms have applied for approximately 200,000 square feet of space at the British Industries Fair at London and Birmingham. Of these firms over 650 are exhibiting at the White City where the space already booked amounts to approximately 125,000 square feet. Eight sections of the London Fair have already applied for space in excess of the amounts devoted to them at the 1924 Fair and further applications for space are still being received daily.

IF YOUR GOODS ARE FOR WOMEN



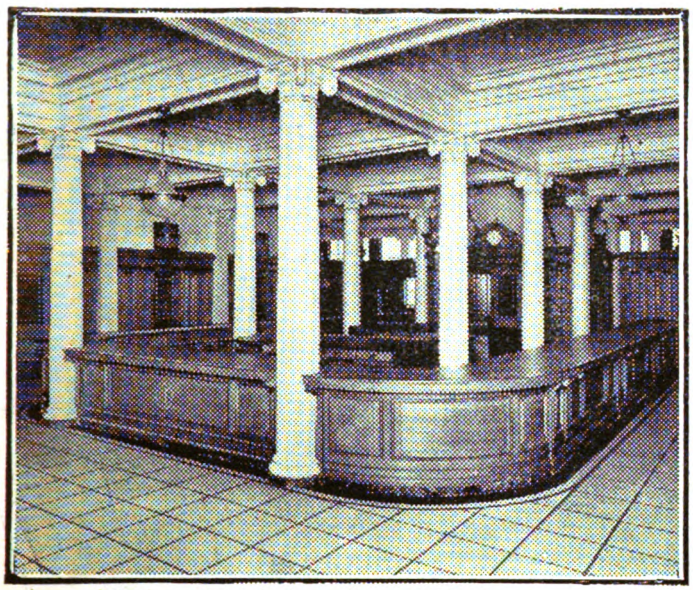
YOUR ADVERT-ISING IS FOR

WELDONS

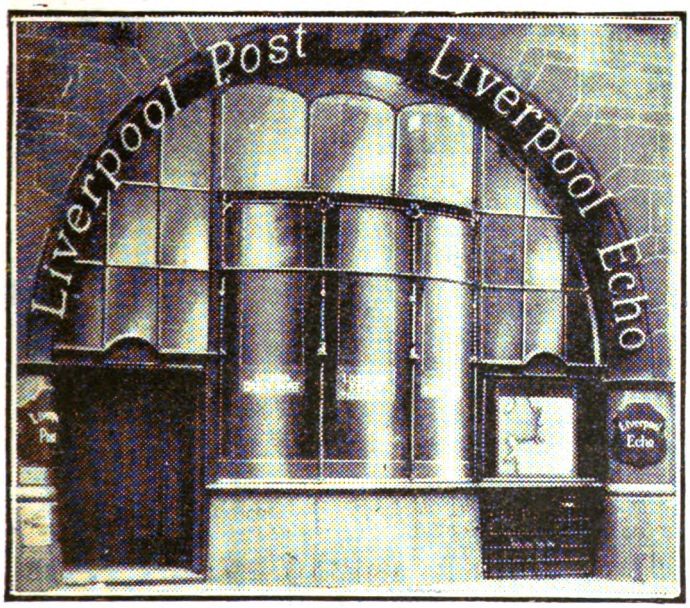
Famous Fashion Journals

WELDONS LTD., 30-32, Southampton Street, Strand, W.C.2.

PROSPERITY—



Interior view of Advertisement Offices at Liverpool.



View of new London Offices in Fleet Street.

Specimen copies and Advertisement Rates from—

LIVERPOOL DAILY POST & ECHO

In extending cordial Greetings for 1926 to all their clients—old and new—the

LIVERPOOL DAILY POST & ECHO

also record their thanks for friendly co-operation from the South as well as the North.

The close of 1925 has seen the greatest development in the history of Liverpool's leading Press—the result of many years steady growth and popularity in what are properly regarded as

Three Powerful PROVINCIAL Papers

LIVERPOOL DAILY POST
LIVERPOOL ECHO
LIVERPOOL WEEKLY POST

The steady increase in circulation has meant the taking over and expansion of premises both in London and Liverpool to accommodate the most modern equipment and staff facilities.

A glance at the Sales figures below gives an idea of the importance of these papers when any advertising scheme—local or national—is under consideration. The areas of Liverpool, Lancashire and the North-West generally, Cheshire, North Wales & Isle of Man are adequately covered by the

LIVERPOOL DAILY POST
LIVERPOOL ECHO
LIVERPOOL WEEKLY POST

LIVERPOOL DAILY POST	LIVERPOOL ECHO	LIVERPOOL WEEKLY POST
Certified net Daily Sale **42,960**	Certified net Daily Sale **213,686** Largest Evening paper in the Kingdom.	Certified net Weekly Sale **121,884**

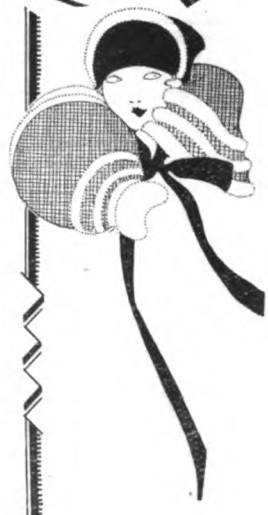
Head Offices—
46-54, Victoria Street, Liverpool.
'Phone: Central 3400.

London Offices—
132-134, Fleet Street, E.C.4.
'Phone: City 4514.



THE ONLY PERMANENT EXHIBITION of ADVERTISING ART in GREAT BRITAIN

CARLTON GALLERY is the only place in this or any other country where Advertisers can see without charge upward of 1,000 original drawings and paintings, each one of which is instantly available for purposes of Advertisement illustration. It is, moreover, an Exhibition that changes constantly, new subjects being always added; the pictures ranging from Line Drawings for the illustration of press advertisements to designs suitable for Showcards, Posters, Catalogue Covers, etc., etc. When next you desire a new note in your Advertising visit



The CARLTON GALLERIES

Carlton House. Gt. Queen St.
KINGSWAY. LONDON. W.C.2



You will find CARLTON charges the lowest obtainable for anything approaching the same quality of work. May we give you an estimate in advance to prove this ?

CARLTON STUDIO
Carlton House, Gt. Queen St.,
KINGSWAY, LONDON, W.C.2

CLUB NOTES AND NEWS

What's On

The following Club meetings have been arranged for the coming week :—

Aldwych, Connaught Rooms, 6.30 p.m., Friday (January 15), annual cabaret; Headquarters, 2 p.m., Thursday, Sir Basil Clarke, "The Problem of Editorial Publicity."

London, Hotel Cecil, 6.30 p.m., to-day (Friday), gala night.

Regent, Caxton Hall, Westminster, 7.30 p.m., Wednesday, Mr. E. McKnight Kauffer, "Commercial essentials in art work"; 6 p.m., to-morrow (Saturday), visit to *Sunday News*; Slater's, 393, Strand, 7.30 p.m., Friday (January 15), whist drive.

I.S.M.A., Cosmos Hotel, Shaftesbury Avenue, W.C., 8 p.m., Monday, "house warming" and smoking concert.

Cardiff, Royal Hotel, 1 p.m., Tuesday, Mr. Arthur Chadwick, "Mail order: what it is and how it operates."

Dundee Business Club, Albert Institute, 7.15 p.m., to-day (Friday), the Duchess of Atholl, "Women and business."

Fleet Street Club—Officers and Committee for 1926

The annual general meeting was held on Wednesday last week at Temple Bar Restaurant, Mr. S. A. Willmott (retiring President) presiding. Mr. E. W. Folkes was elected President for 1926 and Mr. A. B. Ward Vice-president. Mr. F. W. Slaughter and Mr. S. G. Coram were re-appointed hon. secretary and hon. treasurer respectively. The following were elected to serve on the committee: Mr. Matt Blythe, Mr. C. Crane, Mr. W. Duncan, Mr. E. Hull, Mr. S. D. Nicholls, Mr. F. Paul and Mr. W. Nefydd Roberts. The hon. auditors are Mr. J. M. Ellworthy and Mr. T. C. Walters.

A record attendance marked the first meeting of the 1926 season at Temple Bar Restaurant on Friday. Mr. E. W. Folkes presided at dinner, and in the course of an address made a striking appeal for the National Advertising Benevolent Society.

Sphinx—Mr. W. S. Crawford at 194th Dinner

During his recent visit to America Mr. W. S. Crawford attended the 194th dinner of the Sphinx Club of New York, which was founded in 1896. Mr. William H. Rankin presided, and among the after-dinner speakers was Mr. Irvin S. Cobb, long famous for his short stories, and latterly a copywriter for the American Tobacco Co.

Mr. Crawford, who was in the United States with a view to promoting the sale of Empire goods in that country, spoke of the grave situation with which England was faced and of his confidence that English enterprise and English determination would bring the country through all her difficulties.



Mr. S. A. Willmott (right) invests Mr. E. W. Folkes with the chain of office of the Fleet Street Club President

"Our plight is grave, but the statistics take no account of the spirit of Britain," he said. "Britain is young, and the spirit of youth is rising every day."

Nottingham—Mayor to Preside at Opening Meeting

The Mayor of Nottingham is to preside at the opening meeting of the Publicity Club of Nottingham at the Nottingham Exchange on February 4. Sir Charles Higham and Mr. Andrew Milne will be the principal speakers, and the meeting will be open to the public.

The club, which was formed on November 18, already consists of 40 members. The names of the officers and committee were given in the WEEKLY on November 27. Alderman Charles Foulds, Mayor of Nottingham, is President for the coming year, and the following have promised to become vice-presidents: Sir Harold Bowden, Sir Charles Starmer, Col. Charles Birkin, Mr. John Boot, Mr. T. S. Bavin, Mr. W. C. Church, and Alderman Edward Harlow.

South Africa—Developing the Country's Resources by Advertising

"The Functions of the Press as a Medium of Publicity" was the subject of a short address given by Mr. F. S. Malan, the principal guest at the Publicity Club's luncheon meeting on November 27. Mr. R. Allister presided, and among the other guests were Mr. R. G. Ellis, Unionist M.P. for Wakefield; Mr. G. H. Wilson (*Cape Times*) and Mr. De Villiers (*Ons Land*).

Mr. Malan outlined the functions of the Press as threefold. In the first place he thought the Press should be the organ of healthy public opinion; it should expose abuses and punish wrongdoers by publishing their doings; and, thirdly, it should assist in developing the country and its resources.

Developing the country's resources should be done by advertising. While newspapers had to use their discretion in publishing these, the driving force of development should come from the people who had something to sell.

Mr. G. H. Wilson thanked Mr. Malan on behalf of the Press. Mr. Ellis also spoke, and referred to the golden opportunity South Africa had of making known to England, by way of co-operative advertising, the products of this country. He was sure there were markets in England which would be only too willing to take South African goods and incidentally to assist in advertising them.

London—"What Shall I Print It On?" Discussed

Captain J. S. Allan, of the Service Department of Messrs. Wiggins, Teape & Alex Pirie, addressed the Publicity Club of London at the Hotel Cecil on Monday evening on "What shall I print it on?"

Emphasising the importance of using the right paper for every job, Captain Allan explained some of the chief chemical and physical properties of various kinds of paper. The surface texture or grain of a paper, he said, might make a considerable difference to the quality of printing. Rough surfaces broke up the light and created minute shadows which took away a flat appearance. A considerable amount of printing was done on glossy art paper, but in artificial light the reflections set up might tire the eyes. The surface of coated papers must be even and the base papers should not show wire or felt marks or lumps.

Discussing the properties of various surfaces for printing, Captain Allan said that a matt or semi-matt surface on coated papers took half-tones well. Art papers were somewhat defective in many ways, but for giving good detail and definition in lithographic printing they were outstandingly good. In offset printing papers of the drawing and cartridge class were very suitable. Considerable trouble might be found in working with featherweight papers owing to the presence of fluff and dust, which, however, could be minimised by the papermaker by careful choice of raw materials and careful machining. Fancy surfaces, such as imitation leather, for covers were produced by specially designed embossing machinery. Strength, good pliability and folding properties were the essential features of cover papers. Handling properties and resistance to moisture might be improved by making them waterproof. Fanciful covers might be effective in attracting attention, but care should be taken that

Advertise to the Workers in the
World's Pictorial News
The Paper that goes out of the beaten track

they did not detract from the strength of the message itself.

All papers for printing should have a close and solid look-through and be fairly opaque, though not necessarily dull in appearance.

The life of paper depended on the fibrous material used in manufacture. Generally speaking, papers made from wood or esparto grass had not the same life as those made from cotton. The colour of paper sometimes had a considerable effect on the work produced on it. Two papers, viewed separately, might both seem "white." But if one were a bluish-white and the other a yellow-white, the former would give coldness and hardness to the work, while the latter would impart warmth.

A number of reproductions of work on different classes of paper were exhibited during the meeting. These were supplied by Mr. J. R. Riddell, of the London School of Printing.

A practical discussion followed Captain Allan's address, many specific questions being asked and answered.

At the close, the chairman (Mr. Andrew Milne) explained that Messrs. Wiggins, Teape & Alex. Pirie did not sell direct to consumers, but only through the trade.

I.S.M.A. Club—Permanent Headquarters Appointed

After next Monday, the date of the first smoking concert of the Incorporated Sales Managers' Association, an I.S.M.A. Club Room will be open to all members and their male friends from 10 a.m. until midnight. This club room, at the Cosmo Hotel, Southampton Row, W.C., is stated to be well appointed, comfortably furnished, and fully licensed. Meals will be obtainable at moderate cost, and special accommodation will be held available in the hotel for I.S.M.A. members who may wish to sleep in town at any time.

In order to develop the social side of the Association it is hoped to hold concerts and other forms of entertainment after the first "house warming" smoking concert on Monday.

Women's Advertising Club—Party to Poor Children

The Women's Advertising Club gave a very successful party last Saturday to 100 children from homes where unemployment has caused distress.

The party took place in the Samson Clark Building in Mortimer Street and lasted from 3.30 till nearly 7 o'clock. Before they left every child received either a pair of boots or a garment, half-pound of sweets and some fruit, in addition to a toy.

This party marks a new activity of the Club which it is hoped will be repeated each year. The most satisfactory feature of all, from the Club's point of view, is that every single member took part in the event.

Ulster's Educational Activities

That the methods employed by the Education Committee of the Advertising Club of Ulster are based upon practical experience is proved by the fact that from time to time the students have the privilege of coming into actual contact with the printing and publishing process.

Those taking the advertising course under the auspices of the A.C.U. were last month given an interesting and instructive demonstration in typography at the premises of Messrs. William Strain & Sons, Belfast, the class being received and shown through the various departments by Mr. Herbert Strain, a director of the firm, assisted by Messrs. W. J. Saunders and M. Beattie.

Largest Circulations

Each of these Three *National* Newspapers has a larger circulation in its respective sphere than any other newspaper

in South Africa

The Farmer's Weekly

Larger circulation than that of all other South African Agricultural Newspapers combined, including Government Publications. Reaches all classes throughout the country, and is the most widely known Paper in South Africa.

The Homestead

Larger circulation than any other Women's Paper. Circulates in every town and country district of the Union.

The Motor Weekly

Larger circulation than that of all other South African Motoring Papers combined. Reaches prospective Motorists, Motor Owners, and all interested in Transport. A high-class magazine Newspaper circulating throughout the country

Rates and specimen copies willingly supplied on application to the Sole Representatives :

ARGUS SOUTH AFRICAN NEWSPAPERS LTD.
FLEET STREET - - LONDON, E.C.4

If you want more business why not get it?

OUR customers are not waiting for business, they are going out for it. They use the Royal Mail—the Royal Road to better business. They find it cheaper, more productive, more certain than any other form of advertising. So will YOU.

Meet your prospect half way. Send him a Hotspur-printed catalogue, circular or folder. Percy Brothers will submit suggestions at once.

Write to

PERCY

Brothers Ltd.

The Hotspur Press

Whitworth St. West, MANCHESTER

Telephone: Central 6894/5.
Telegrams: "Hotspur, Manchester."

London Office:
170, Fleet Street, E.C.4

Telephone: Central 7641.
Telegrams: "Jonagont, Fleet, London."

Service to Advertisers and Readers



A USEFUL service, both to advertisers and readers, has been inaugurated by the *Daily Chronicle*.

In the windows of the paper's striking new offices in Fleet Street are displayed samples of all the goods advertised in the "Bargain Page." Mail-order advertisers always have to meet the great obstacle of offering goods that cannot be seen and examined before purchase, and though the "money back" guarantee has done much towards minimising this disadvantage, the *Daily Chronicle* scheme goes a step further.

Thousands of prospective purchasers are enabled to inspect and, if they wish, closely examine, the goods offered for sale by mail in the advertising columns, for the offices front on busy Fleet Street. Even those who cannot themselves visit the offices feel that the newspaper itself is offering an additional guarantee of confidence in the goods by displaying them in its own office.

The display embraces a reprint of the "Saturday Market Place" feature with leading hands from the advertisements to the ticket articles shown. The exhibition has aroused a great deal of public interest, the windows being watched by crowds.

A Quarter of a Century of Progress

WITH the close of the first quarter of the twentieth century there is occasion to review the progress made since 1900 and to consider whether the present century has fulfilled the promise with which it opened. In spite of the shadow of the war, it may be definitely stated that it has. While the nineteenth century saw almost startling advances in practically every sphere of human endeavour, the twentieth has already outstripped it. Bleak though the immediate prospect may seem to the pessimist, men—and women—have only to raise their eyes and elevate their minds to realise that we have moved forward.

This is the message of the special number of the *Graphic*, to be published on January 16, which will review "a quarter of a century of world progress." The number is designed to provide a conclusive reply to the "Is England done?" school.

True optimism, supported by facts and authorities, is the need of the day, and British industry will welcome this number. Eminent and well-informed people in every branch of activity—medicine, science, literature, business, travel, and so on—have contributed valuable articles.

The bold editorial policy has been supported by advertisers, who have mostly taken advantage of the opportunity to review the progress of their industry and business during the period under review. Some are reproducing 25-year-old displays, which should be worthy of study. Over 50 pages have been booked, and the issue will probably consist of about 120 pages.

L.S.P. Presentation

It has now become a practice for whole-time students of the London School of Printing, members of the staff, and friends of the school, to lunch together on the day the school breaks up for the Christmas vacation. It was a jolly affair which took place on December 18, when the Captain of the School, W. Scrogie, occupied the Chair and was supported by Lord Riddell, The Right Hon. C. W. Bowerman, M.P., Mr. T. E. Naylor, J.P., M.P., Mr. A. M. Shand, L.C.C., the Rev. T. Walton, the Principal, and Mrs. Riddell. It was a real school function, stories and leg-pulling being the order of the day. Lord Riddell and the Principal were "chaired" round the school under the protection of the school "bodyguard."

There was a very pleasing interlude when the Principal and his wife were presented by the members of the staff with a silver cake stand and by the whole-time students with a silver rose-bowl in commemoration of their silver wedding. Mrs. Riddell, who was invited to the school without the knowledge of the Principal, was also presented with a magnificent bouquet by the whole-time students.

The guests departed with their motor-cars covered with streamers and decorated with favours.

Schemes for Manchester's Civic Week

Publicity Club Members Put Forward Novel Ideas—A "Cotton Revue," Cotton-pod Badges, and a Cotton Exhibition

From Our Manchester Correspondent

AT the meeting of the Manchester Publicity Club on Tuesday an open discussion took place on the subject of the proposed Manchester Civic Week, the chair being taken by Captain C. Higham, of the *North Cheshire Herald*.

In his opening remarks Captain Higham said he wanted to see Manchester manufacturers and traders entering wholeheartedly into the idea of a Civic Week, and he wanted the civic authorities to endeavour to secure a visit from the King and Queen or from the Prince of Wales during the week. Special attention should be given by the Education Authorities to instilling into the minds of children the wonderful industrial history of the Manchester area, and this he felt should be made a special feature of the week.

The Secretary, Mr. J. Vincent, explained that the services of the Club had already been offered to the Lord Mayor in connection with the proposed Manchester Civic Week. As a result of the discussion which a deputation from the Club Council had had with the Lord Mayor, in which it was requested that some scheme should be formulated for submission to the Civic authorities, Mr. F. John Roe outlined to the meeting a very comprehensive scheme for a Civic Week.

Mr. Roe first of all advocated that the assistance of the Chamber of Commerce, Drapers' Chamber of Trade, Retailers' Association, as well as from the textile and engineering trades, rubber trade and the motor trade, should be secured in order to make the Civic Week representative of the City's industries.

He suggested that station approaches and private and public buildings should be decorated, and that all retailers should co-operate in the decoration scheme and should have special illumination of their shops during the week.

Pageants and processions were also advocated, together with baby competitions and beauty competitions, the beauty selected by popular vote to be known as the beauty of "Cottonopolis."

He also suggested that C. B. Cochran or Julian Wylie should be invited to produce an "All-Cotton Revue" in Manchester, when nothing but cotton textiles should be used for the dressing and scenery. There was no reason why this should not prove a paying venture on tour and so provide the nucleus of a fund for general publicity. Mr. Roe further advocated a special cotton exhibition at the City Hall with working models showing every stage of cotton production.

Other suggestions included special excursions from all surrounding districts, decoration of private motor-cars, and the sale of cotton pods as badges to be sold throughout the week, the proceeds from which would go to hospital funds; a special cotton film and a special cotton dance, and a special postmark to be used for a month prior to the Civic Week.

Miss Brame, of Los Angeles, who was a visitor to the Club, related interesting experiences in running Civic Pride Weeks at Winnipeg, where she was assistant secretary to the Chamber of Commerce.

Further useful suggestions were made in the course of the discussion by Mr. J. H. Carmichael, Mr. F. Thomas, Mr. N. St. J. Stembridge and Mr. Robert Melville, all of which tended to show that the Manchester Publicity Club is entering enthusiastically into the Lord Mayor's suggestion for Civic Week this year.

The Father of our Profession

THE proud title of Father of Press advertising of right belongs to John Houghton, F.R.S., who died in the autumn of 1705, writes Mr. Hedley John Keefe, in *Newspaper Advertising*, the *Morning Post* house organ. He may be justly described as Advertisement Manager, Advertising Agent, and Human Box Number wrapped into one. He not only preached the Gospel of Advertising in the Seventeenth Century, greatly enlarging the sphere of its usefulness, but he stressed the importance of truth in advertising.

John Houghton, after studying at Corpus Christi College, Cambridge, became an apothecary, and dealer in tea, coffee (concerning which he wrote a "Discourse"), chocolate, and other luxuries of those days.

From an advertising man's point of view, the most interesting portion of Houghton's career extends from 1692 to 1703, when he published weekly his *Collection of Letters for the Improvement of Husbandry and Trade*. The booksellers were the earliest advertisers in this medium, and it is in connection with them that Houghton first appears "on the side of the angels" as the Apostle of Truth in Advertising:

> "I desire all booksellers to send me no new titles to old books, for they will be rejected."
>
> "Quacking of titles," as this practice was called, was somewhat common in the seventeenth century, it may be remarked in passing. By the time 50 issues had appeared, news items had crept in, and Houghton started an advertisement supplement.

Houghton cleverly and effectively enlarged the field covered by his advertisements, inserting periodically paragraphs such as this:

> "Whether advertisements of schools, or houses and lodgings about London may be useful, I leave to those concerned."

This announcement pulled well, as did also his offer to "serve the clergy in all their wants," which established a market for the sale of manuscript sermons "by divines, or their relicts."

I submit that John Houghton richly deserves a memorial tablet in a City church. Will advertising men please think this over?

PREMIER SLIDE ADVERTISING HOUSE.

British and Colonial Domestic Commodities can be best placed before the **Public** through the Slide. **Cheap, Efficacious, and Economical.**

Slides are an adjunct at a **small cost** to **Press and Poster Campaigns.**

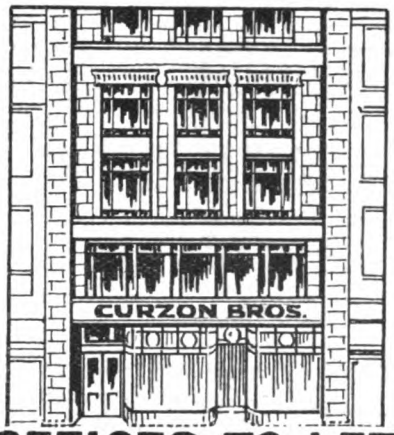
The Slide is an **Illuminated Solus Poster.** An **advance agent** to the **traveller. Retailers** and **Consumers** see it. It is 100% advertisement.

An audience is **receptive** and **seated.** The Slide gets into remotest parts. Slides can be **localised with address** of **Retailers.**

Tell the people to ask for British and Colonial Domestic and other necessities when shopping.

THROUGH THE . . . SLIDE . .

S. PRESBURY & CO.,
Albany Mansions,
87, Charing Cross Road,
LONDON, W.C. 2.
Telephone: REGENT 4219.
Telegrams: "ADPUPRIN, WESTRAND, LONDON."



OFFICES TO LET

The hub & heart of the universe

London is admittedly the hub of the World, with the Strand in its very heart.

In the centre of this universally known thoroughfare are handsome offices to let at

110-111 STRAND

possessing a publicity value unequalled in the Kingdom, and is **OF SPECIAL INTEREST TO ADVERTISING AGENTS** seeking exceptional positions as offices. This building can be let as a whole upper part of five floors, or would be let as separate floors.

For further particulars apply on the premises or to

CURZON BROS., Ltd.,
45, LEONARD ST., LONDON, E.C.2.



BROADWAY, at 63rd STREET

The best first-class Hotel value in New York, accommodating 1034 guests, all outside rooms.

Room & private toilet 10/- *per night*
„ „ *bath* 14/- „

In the heart of the business and Theatre districts, British Advertising men attending the 1926 Convention will be cordially welcomed and receive the personal attention of

P. V. LAND, *Manager*,

Opened 1923—perfectly appointed

READILY ACCESSIBLE ALL LINER QUAYS.

Publication Notes and News

Motor Sport

It is a common complaint in the motor industry that the great sport of motor racing receives no attention in the Press until a "crash" occurs. Now the *Sporting Life* is to take up the sport with its customary thoroughness and will report motor trials and races. It is proposed to offer a *Sporting Life & Sportsman* trophy to be competed for at Brooklands.

Newspaper and Traders' Displays

A prize of £5 was offered by the *Aberavon and Port Talbot Guardian* on December 11 for a ballot as to the best four window displays in the district. Other features included a Christmas message from Mr. J. Ramsay MacDonald, M.P. for the constituency.

"Local Whitaker"

The *Morecambe Visitor* Year Book for 1926, the local "Whitaker," is just published, being now in its 16th year. A tremendous amount of information has been packed into some 200 pages, and the volume is modestly priced at twopence.

Nottingham Trade Review

With the *Nottingham Guardian* for Friday, January 1, the Annual Trade Review, consisting of 64 pages, was issued free. This well-produced and illustrated supplement contains an interesting survey of the municipal activities of the city itself, in addition to an exhaustive review written by experts of the trade and industry of the important district of which Nottingham is the centre. An interesting feature is the record of the progress made by the *Nottingham Guardian* Trade Intelligence Bureau, which was established just over a year ago to supply information and advice to manufacturers and merchants on all matters relating to British industry throughout the world.

10,000 Short Stories

There were 9,128 entrants for the *Daily News* short story competition, nearly 10,000 tales being submitted. Prizes of £50, £20, and three of £10 were offered.

Greetings

Saturday's *Accrington Observer & Times* carried two pages of New Year greetings from well-known men in East Lancashire.

"The Amateur Stage"

A monthly publication to be issued this month has an interesting and original appeal. It is the *Amateur Stage*, devoted to all aspects of amateur theatricals.

Congratulations

The *Irish Independent* on Saturday attained its twenty-first birthday. The issue of that date contained interesting articles on the paper and Ireland in 1905 and now, and tribute was paid to the late Mr. William Martin Murphy, founder of the paper. The position that the all-Irish *Independent* has built up for itself among readers and advertisers is one that earns it heartiest congratulations.

Message to Manufacturers

The *Daily Dispatch* (Manchester) started the New Year with a special feature on January 1 containing a forceful message to Northern manufacturers, and pointing out how essential advertising is to their trading efforts in 1926. The feature was supported by the principal advertising agents in the Manchester area.

Trade Supplement

The advertising display in the *Sheffield Telegraph* Trade Supplement is a record this year. There are thirty pages of advertisements as compared with twenty-two in 1924 and fifteen pages in 1923.

Shipbuilding and Engineering

An interesting industrial review was provided by the *Glasgow Herald* Supplement on Shipbuilding, Engineering and Commerce in 1925, published on December 30. Comprising 64 pages, its articles were authoritative, and the volume of advertising was considerable.

A Useful Directory

The 1926 edition of the Dudley Almanack, with its residential and trades directory, is an excellent production of value to advertisers generally. The almanack is published by E. Blocksidge, of Dudley, at fourpence, and is well patronised by local advertisers.

Arguments for Special Market

Two handsome booklets have been issued by the *London Weekly Diary of Social Events*, as promotion matter. The text is written by Mr. Gilbert Russell, one being addressed "To Buyers of Advertisement Space who will Listen to Reason," the other "A Solution to the Difficulty of Advertising Travel."

"Car" Developments

Considerable developments are to be made in the *Car and Golf*, the official organ of the R.A.C., shortly. Major W. Whittall, as announced last week, has resigned his position as advertisement manager of the *Illustrated London News* in order to devote himself exclusively to the *Car and Golf*, in which he has had a considerable financial interest for some time past. He is now taking control of the whole of the business side. The editorial side of the paper will also be developed in the direction of strengthening the general interest of the paper, and from April next the proprietors are prepared to give a guaranteed minimum circulation of 25,000.

Dual Advertising

A page advertisement for R. O. Davies, the Bayswater store, in Monday's *Daily Sketch*, had a dual aim. The top half was printed upside down, but interested readers were asked to tear out the page and fold along dotted lines. A convenient little "catalogue" of handbag size was thus formed.

Simplification

Simplification for bakers is dealt with by Mr. Charles M. C. Symes in the current issue of the *U. Y. C. Outlook*, the house organ of the United Yeast Co., Ltd.

Advertising and Art

"At one time in European history art flourished as the powerful ally of religion. It would almost seem that it was now entering upon a second apotheosis as an ally of commerce by becoming the principal element of advertising," declared Mr. R. R. Carter, Principal of the Walsall Art School, in his presidential address at the annual meeting of the National Society of Art Masters at Leeds last week. Mr. Carter referred to the memorandum recently addressed to the Board of Education by the Federation of British Industries defining in favourable terms the connection between art, education and industry.

OUR CALENDAR LIST

THE New Year is ushered in with a galaxy of calendars, the exchange of which has become a regular form of greeting among firms of all sorts. Some of the calendars will live for twelve months to build up good will.

A facetious note is struck by the calendar of Newton, Chambers & Co., manufacturers of "Izal." They have recently published a booklet of drawings by Heath Robinson, depicting a visit to their factory, and the calendar design is from the book.

Brilliant in technique and colouring is the calendar of the Star Illustration Works, depicting a stage star in varying shades of limelight.

"Utility calendar" is the inscription on the first tear-off sheet of the Avery's Services, Ltd., publication, and it is justified by the large, clear figures on the daily sheets.

The *Times of India* calendar takes its usual form, a monthly sheet in a bright frame.

Many offices will welcome the easily readable *Observer* calendar, its monthly tear-off sheets plainly printed in red and black.

A distinctive "panel" calendar is issued by the Cunard Line, dates being given on long weekly sheets.

An excellent photogravure reproduction of a happily smiling girl makes an attractive design on the *Sheffield Independent* and *Sheffield Mail* large daily calendar.

A dated memorandum pad is issued by the Northern Press, Ltd., publishers of the *Shields Daily Gazette* and *Shields Daily News* series.

Notable ships, from the *Santa Maria* to the *Olympic*, are pictured on the monthly framed sheets of the distinctive White Star Line calendar.

Faithful reproductions of popular posters form the twelve illustrations to the Underground calendar.

Hazell, Watson & Viney, Ltd., publish a large one-sheet board calendar that will be equally at home in workshop or office.

A particularly dainty picture makes the calendar from the *Nottingham Guardian* equally suitable for the well-furnished office or for my lady's boudoir at home.

A rich coloured picture on a surface that gives an excellent impression of oils gives richness to the calendar of H. Cecil Taylor, Ltd., Birmingham.

The *Whitby Gazette* monthly tear-off calendar in black and red is quickly readable.

A convincing example of their work, entitled "Dieppe fishing boat," forms the picture on the daily tear-off calendar of the Rembrandt Intaglio Printing Co.

The *Goole Times* explains its home character with the slogan, "The Town's Newspapers" on its calendar.

Diaries for 1926

As practical Christmas and New Year gifts diaries are yearly gaining in favour.

Linotype and Machinery, Ltd., again send out a diary and note-book of useful size and attractive form.

Neatly bound and compact, the *Irish Independent* diary for 1926 will build up solid goodwill.

Of waistcoat pocket or "handbag" size is the delicately ornamented *Sheffield Daily Telegraph* diary, which will have little waste circulation.

A neat wallet and season-ticket holder in black leather is the New Year gift of Burndept Wireless, Ltd.

Now Ready

Who's Who

1926 IN EDITION

British Advertising

THE splendid reception accorded to the first edition of this original autobiographical record of the men and women who count in British Advertising has induced us to issue a second edition, greatly enlarged and extended. Two-hundred-and-sixty pages of personal notes, Club and Society information, and articles on all phases of advertising by leading authorities. The main new feature is the Dominion Section, covering India, South Africa, Australia, New Zealand, Canada, etc.

Handy pocket size, well bound. Price **7/6** *post free;*

$2 *U.S.A. and Canada.*

Synopsis of Contents.

Biographies of all principal men and women in British and Overseas Advertising.

Full information regarding the chief London, Provincial and Colonial Advertising Clubs and Associations, Newspaper and Kindred Societies; Billposting Societies; Municipal & Resort Advertising; Church Advertising; Trade Press and Press Directories, etc.

SPECIAL ARTICLES ON:

Railways as Advertising Media	by W. M. Teasdale.
The Case for the Underground	Walter Gott.
Omnibus and Tramway Publicity	H. L. Spratt.
The Power of the Poster	Walter Hill.
Van Advertising	Joseph Weiner.
Film Advertising	R. J. Sykes.
Scintillating Signs	H. S. Coleman.
Theatre Programmes	D. Scott Dalgleish.
Outdoor Publicity	Ernest Leicester.

Foreword by Sidney Allnutt.

GAINSBOROUGH PUBLISHING CO., 62, Windsor House, Victoria St., S.W.1.

FREE LANCE ARTISTS

required

to occasionally submit designs for Cinematograph Trade Advertisements. Applicants should send in full details with specimen of work, which will be returned.

C. C. H., "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

OLDHAM CHRONICLE
EVENING and WEEKLY
The Dominant Papers of Oldham and District

SMART CANVASSER and Contract man required for well-known Textile Trade Organ. Good appearance and speech essential. Knowledge of lay-out desirable. Prospects for the right man. Salary and Commission. Apply Box 982, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

IT'S WOOD'S IF IT'S

Copying, Envelope Addressing. Complete Postal Publicity or Advertising. Rates and Samples Free. Distant Orders Specially Packed.

WOODS, 10, Union Passage, BIRMINGHAM.

'Phone: Central 6140.

GODDARD WATTS LTD.

announce that they have sole control of Advertising for IMPERIAL AIRWAYS Summer Time - Table, and Advertising Rates can be obtained from them.

Telephone Central 4193.

GODDARD WATTS LTD. Advertising Service Agents, 3, Broadway, E.C.4.

THE INNER SIDE OF ADVERTISING

By CYRIL C. FREER.

The one complete guide and desk-book for advertisers. Written by a practical man who has had a wide practical experience in all phases of British publicity. Mr. Freer knows what you want and supplies it in the most effective form. His book contains practical advice on :—

Effective Writing.
Business English.
Appealing to Men and to Women.
Analysing the Copy.
On Finding Inspiration.
Making the Lay-Out.
Booklet and Catalogue Making.
Writing Sales-Letters.
Suggestion in Advertising.
Salesmanship.
Creating Desire.
Association of Ideas.
The Power of Repetition.
Utilizing the Reader's Memory.
The Direct Command.
Business Imagination.
Analysing the Proposition.
Planning Campaign.
The Advertising Manager's Responsibilities.
Making Things Easy to Buy.
Keeping Records and Statistics.
The Power of Honesty.
Advertising to Children.
Retail Store Advertising.
Mail Order Advertising.
Window Dressing.
Bargain Sales.
Department Store Advertising.
Poster Advertising.
Making a Living in Advertising.
Financial Advertising.
Political Advertising.
Advertising by Film.

Also valuable information on Illustrating — Process Engraving — Stereotyping — Printing—Economics of Advertising—Agencies—List of Advertising Terms—Type Faces—and a series of 43 Lessons on Advertising, comprising a valuable free course of instruction.

A London Subscriber writes :—" I recently paid £15 15s. to a firm which said it would teach me Commercial Art, Advertising, etc., but I can honestly say I am learning more from this book than I did during a whole year's work under the £15 15s. people."

Another Customer says :—" I find it a most inspiring book. I had contemplated having a course of Correspondence Lessons on Advertising, but I cannot see that I should learn one bit more by so doing."

These are quite unsolicited letters ; originals are open to inspection, among others equally enthusiastic. THE ADVERTISER'S WEEKLY itself has said : " Is as complete a Course in advertising as we have seen."

You take most books on trust, this one is sent for ONE WEEK FREE. Fill in this form ! It commits you to nothing. Delay will mean waiting while others are served !

One week FREE

To THE LIBRARY PRESS, LIMITED, 5
10, Minerva House,
Southwark Street, S.E. 1.

Please send me " Inner Side of Advertising " for one week's free test. If I do not like it, I will return in your packing on 8th day after receipt. If satisfied, I will pay 6/- on 8th day and 5/- per month for 4 months (or 25/- cash).

Signature .....

Address .....

.....

Age.....If Householder .....

WANTED

an active and experienced PARTNER, with or without capital, to conduct sales in a new Advertising Cabinet Business. Machines now ready for marketing.

Apply BOX 981,
"Advertiser's Weekly," 66, Shoe Lane, E.C.4.

FIXING UNDERTAKEN IN ANY PART OF THE COUNTRY



HARRIS THE SIGN KING
30, Victoria Street, Westminster, S.W.
Works: 182a, Shirland Road, W.9.

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

WINDING-UP PETITION

Fas Publications, Ltd.—Petition for winding-up presented to High Court on December 19, 1925. Petition is directed to be heard on January 12, 1926.

ADJUDICATION

William Robinson, residing at 12, Glen Eldon Road, St. Annes-on-the-Sea, and carrying on business under the style of The North-Western Advertising Agency, at 18, Winckley Square, Preston, Lancs, advertising agent. (28 of 1925.) Order dated December 30, 1925.

NEW COMPANIES

J. M. Walker & Co. (Advertising), Ltd. (210,646).—Private company. Registered December 24. Capital £15,000 in £1 (2,000 " privileged " and 13,000 ordinary). To carry on business as advertising contractors and agents, advertisers, advertisement managers, publicity agents and consultants, etc. The first directors are :—J. Walker, R. G. Pye, E. E. Emberson. Registered office :—Aldwych House, Aldwych, W.C.

Phillipson's Press (Advertising), Ltd. (210,719).—Private company. Registered December 29. Capital £500 in £1 shares. Objects :—To carry on the business of advertising and publicity agents and contractors, billposters, advertisement designers, manufacturers of advertising novelties. etc. The first directors are :—H. W. Gaze, M. H. Kemp. Registered office :—1, St. James's Road, Kingston-on-Thames, Surrey.

N. A. Adams & Co., Ltd. (210,767).—Private company. Registered December 31. Capital £2,000 in £1 shares. To carry on business as advisers, organisers, advertising agents or contractors, etc. The first directors are :—N. A. Adams, S. H. I. Pithey, H. C. Macdonald. Registered office:—66, Victoria Street, S.W.1.

Adcraft, Ltd. (210,851).—Private company. Registered January 2. Capital £1,000 in £1 shares. Objects :—To adopt agreements with F. Johns and W. F. Hutton, to carry on the business of advertising contractors respectively carried on by them at 1, Temple Chambers, Broad Street, Birmingham, and Balsall, near Coventry. The directors are :—F. Johns, W. F. Hutton. Registered office :—1, Temple Chambers, Broad Street, Birmingham.

R. L. S. Syndicate, Ltd. (210,614).—Private company. Registered December 23. Capital £5,000 in £1 (4,000 ordinary and 1,000 deferred). Objects :—To acquire the benefit of an agreement between C. G. Moller and J. Balfour Brown, for the acquisition by the latter of certain British and foreign patent rights of S. G. Moller's patent rotary luminous sign. The first directors are :—F. V. Spooner, J. Balfour Brown. Registered office :—20, Grosvenor Gardens, S.W.1.

Longmans, Green & Co., Ltd.—Originally registered as an unlimited company on June 12, 1890. Re-registered as a " private limited " company (210,859) on January 2, 1926. The nominal capital is £245,025 in 3,000 shares of £84 13s. 6d. each. The directors are :—C. J. Longman, C. H. Longman, H. H. Longman, W. Longman, R. G. Longman, J. W. Allen. Registered office :—39, Paternoster Row, E.C.

" CONSUMER, SELL THYSELF !

Novel Competition for Amateur Advertisement Writers

ADVERTISING men who are anxious to discover what the public themselves think of various types of selling appeal may learn some valuable lessons from the results of a novel competition, of which details were published in the *Daily Mail* of December 23.

On a full page were displayed four advertisements—for Craven " A," Cherry Blossom, Scott's Emulsion, and Ovaltine. Beneath each display was white space of the same area as the advertisement. Competitors were required to write and layout in the white space what they considered to be a model advertisement for the product in question. Four prizes of £25 each were offered.

Entries, which may be received up to January 31, are to be judged in the first place by the firms concerned and then by an expert committee appointed by the *Daily Mail.*

REFORMING THE " BUSINESS CARD "

More Effective Introductions

DURING the 1924 International Convention an American visitor, representative of a steel corporation, aroused considerable interest through his business card.

Every day the representatives of business houses of all kinds are confronted with the necessity of arousing interest with a business card. They may be totally unknown to the man to whom their card is handed by the reception clerk. Even so, most of them use one of the conventional forms of card, preferring to rely upon the recipient's courtesy, curiosity or good will than to risk a breach of etiquette in presenting something attention-compelling or bizarre. And the question of etiquette is a very vital one in these matters.

The American Convention delegate achieved distinctiveness, however, without in any way transgressing the unwritten rules of good form. His card was orthodox in every way save that it was engraved on steel of paper-thickness.

Now one or two British firms are departing from convention in the matter of business cards. Photographs are being used to catch the eye of the executive who passes cards over to subordinates " for necessary action." Two methods are adopted, the cards in both cases being of usual size.

(1) A small photograph of the salesman is printed on the card, to take up the whole of one side, while on the other side is his name and business. This method carries the personal touch.

(2) A small photograph of the product —if suitable—is used to take up the front of the card. The representative's name may be printed on the back or written in.

There is no doubt that the presentation of these " little pictures " arouses interest, and the idea is capable of many variations. On the back of the business card presented by the representatives of H. Cornish & Sons, builders and decorators, of Farringdon Road, London, is a photograph of some of the staff mounted on their ladders, which are erected against the firm's premises.

Undoubtedly 1926 will be a better year — for Advertised Goods

THERE is a spirit of optimism in the air. Unemployment figures are decreasing steadily—more money was spent this Christmas than any other since the boom year of 1920. It seems that this Country has definitely turned the corner and is now on the high road to prosperity.

More goods will be sold in 1926—advertised goods. It will not make so much difference to the sale of unknown goods if 1926 is a buyer's year. People do not want things they have never heard of.

Will your product be better known—and therefore a better seller—at the end of 1926 than it is to-day?

Samson Clark & Co., Ltd., offer to prepare complete selling schemes for manufacturers who wish to increase the sale of their goods either in this country or in Australia.

This service would place you under no obligation whatever—why not take advantage of it?

SAMSON CLARK & Co., Ltd.,
Advertising Service,
57, 59 & 61, Mortimer St., London, W.1

Telephone: Museum 8060 (10 lines).
Telegrams: "Unsullied, Wesdo, London."

Australian Office—
Temple Court, Little Collins Street, MELBOURNE.

Telegrams: Tracts, Fleet, London.
Telephone: Central 8428-8429.

Use the WOMAN'S MAGAZINE and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

Of Interest to Principals of Advertising Service Agencies

ROUGHS *and* *New Business*

EXPERIENCED Creative Artist, at present director and ideas-man of a leading Studio, wishes to get into touch with an established Service Agency of standing desirous of handling bigger (and National) Accounts.

Apart from his ability as an artist, he has the necessary brains and advertising knowledge to produce the class of Roughs that secure New business and renew old. He believes there are Agencies — capable of course of both efficiently conducting the business end of dealing with prospects, and of carrying through such campaigns—that would welcome this dual assistance. Salary and Commission.

Correspondence with Principals solicited. Write: **BOX 983,**
"Advertiser's Weekly,"
66, SHOE LANE, E.C. 4.

A WRITER — not a copy-writer!

WANTED AT ONCE

a man who is definitely out of the rut — one upon whose thoughts campaigns can be based. *This is not 'an opportunity' for any junior members of the profession!* It is, however, a great chance for a journalist with Advertising News Sense—a writer who can say most things on many subjects in a few words. Write in confidence to Box 984,

ADVERTISER'S WEEKLY, Bangor House, Shoe Lane, London, E.C.4.

We Hear—

THAT seekers for general business are still to some extent marking time both in town and provinces, with the exception of those fortunate enough to be able to obtain and accommodate the space demanded by "the Sales"; and—

* * *

THAT the sale announcements, which ought to be prominent till well on in the month, are monopolising about two-thirds of the advertising space available in the dailies, morning and evening.

* * *

THAT the women interest in the sales has for the time being created something like a hold up in advertising that does not appeal to the bargain hunter, but this is only a passing phase.

* * *

THAT a substantial amount of business is in the hands of the agencies, and those orders going out for forward dates prompt the opinion that the second half of the winter season advertising will be as good as, if not better than, the first.

* * *

THAT advertising men have been commenting on the increased amount of Bovril advertising that has been placed lately and the varied and excellent copy that has been used; and—

* * *

THAT after the Bovril run comes a big jump in the Oxo appropriation centred round a scheme—the Oxo dolls—which proved a winner when previously put to the test as a sales maker for Oxo cubes, and is now to have a run with the force of larger spaces and window shows.

* * *

THAT Mr. S. W. Pascall, Mr. Stanley Machin (of Batgers) and Mr. A. W. Beach —three names well known in advertising —are members of the council of the Food Manufacturers' Federation "to promote welfare of food manufacturers, preservers and preparers."

* * *

THAT Mr. W. S. Crawford returned last week from his visit to America, and that from the business point of view the trip was highly successful.

* * *

THAT there are going to be gay doings at the Hotel Cecil to-night (Friday), when the Publicity Club of London will present the biggest, brightest and best entertainment they have ever given members and friends.

* * *

THAT Mr. Lionel D. Falk left town last week-end for a sea voyage and health trip to the Canary Islands—where the bananas come from.

* * *

THAT among prospects for next summer season there is talk of one being organised by the importers of canned fruits, a scheme, if it comes off, independent of the Eat More Fruit campaigners.

THAT a certain column in the *Times* last week carried two interesting announcements—that giving news of the arrival of a son in the household of Mr. John E. Harrison, of Messrs. G. Street & Co., Ltd., Serle Street, W.C., and "the gift of a daughter" to Mr. and Mrs. H. Evan Smith, the arrival making Mr. Gilbert A. Godley a proud grandfather.

* * *

THAT an excellent example of motor-car publicity is to be found in this month's issue of the *Motor Owner*, where the makers of the Essex and Hudson Cars have an eight-page three-colour Supplement, the designs being as varied and attractive as they are beautiful.

* * *

THAT those men and women in advertising who attended the New Year ball at the Royal Albert Hall, promoted by the Big Six, were loud in their praises of the good work put in by Brig.-General Campbell and his staff.

* * *

THAT a report has come from New York that the L. C. Smith & Bros. Typewriter Co. have secured control of the business of the Corona typewriter, both makes of machines being advertised propositions over here.

* * *

THATthere is curiosity in many quarters as to what the future has in store regarding the advertising of many blends of Scotch which have been extensively advertised in the past, and as to what will be the volume of this kind of advertising in the days to come.

* * *

THAT if there were to be a 'falling-off in the advertising of whisky there is the likelihood of an increase in the amount expended on beer; and—

* * *

THAT one of the principal breweries in the country, the name of whose beverage is a household word and whose publicity policy in the past has been largely confined to the hoardings, has placed a substantial appropriation in the hands of one of the leading agencies.

* * *

THAT a new scheme has been launched by Messrs. John J. Masters & Co., Ltd., the makers of Army and Navy Matches of green flame fame, who have again entered the competition field with an attractive sale-making offer.

* * *

THAT City advertising in the form of prospectuses, and the preliminaries that are now advertised as an introduction to them, are said to be coming along hot and strong, rubber companies, foreign loans and industrials being on the list for early publication.

At the Hub of Industrial Wealth
Daily Dispatch
EVENING CHRONICLE

We Hear—

THAT Mr. George Cozens has left the *Lady* after over 30 years' service.

* * *

THAT the sales advertising in Dublin and Belfast papers this year promises to constitute a record.

* * *

THAT an impressive commencement in advertising has just been made by the Limerick Clothing Factory, Limerick, with half-three-column advertisements in a number of Irish papers, and that the business is in the hands of Kenny's Agency, Dublin.

* * *

THAT Mr. Charles W. Hobson has secured the advertising of one of the important lines embraced in the extensive advertising made by Nestlé's Milk and is placing instructions for same.

* * *

THAT next Friday's Aldwych Club Cabaret is going to set up a record in attendance, and that the demand for tickets for this always highly successful ladies' night has been more insistent than in previous years.

* * *

THAT the women in advertising who are members of the Women's Advertising Club are going to have a New Year's party next Thursday night.

* * *

THAT Mr. "Bob" Hedley, is leaving London to take up an important appointment in Hull on the group of enterprising newspapers so ably represented in London by Mr. Matt Blythe.

* * *

THAT Mr. S. Bernard Smith, formerly advertising manager of Pears' and Crosse and Blackwell, Ltd., has left the *Morning Post*, and—

* * *

THAT his many friends will await with interest his advent into some other sphere of advertising.

* * *

THAT Mr. Philip Emanuel has said that the Regent Advertising Club Monthly lunches at the Holborn Restaurant are the best value in London, with the most congenial company.

* * *

THAT owing to the task of organising the big educational advertising campaign for bananas Mr. J. W. Rowbottom (of Morison's Agency, Ltd., Hull) has been unable to continue the articles on Hull which have been appearing in the *Hull Evening News*, but these will be resumed shortly, when he will take as his subject "How to advertise Hull."

* * *

THAT following the resignation through ill-health of Captain Stephen E. Wadey, Mr. E. Graham Lomas has been appointed Advertising Manager of Burndept Wireless Ltd. Mr. Lomas, who has been in the service of the Company for some time, formerly acted as Assistant Publicity Manager.

Things Great and Small

AT the Zoo you'll see the elephant, but you'll probably miss the newt. Being able to afford only a single sheet Double Crown Poster, display it on L.N.E.R. sites, and it will be at no disadvantage in comparison with those 32-sheet monsters other folk show.

Herein lies the difference between ourselves and the Zoo, or even the ordinary hoarding. L.N.E.R. Poster sites are under supervision which ensures that no small display is placed where a large one overpowers it.

You may choose Enamelled Plate, Waiting Room Frame, Showcase or Poster Board and in every case be sure of sites where our 380,000,000 passengers will be; of arrangement that will attract them.

POST YOUR POSTER ON THE L·N·E·R

Apply for rates to the Advertising Manager, L.N.E.R., King's Cross Station, N.1. Telephone: North 4200. Telegrams: "Vertishead, Rail, London."

To Firms Seeking Wealthy Markets

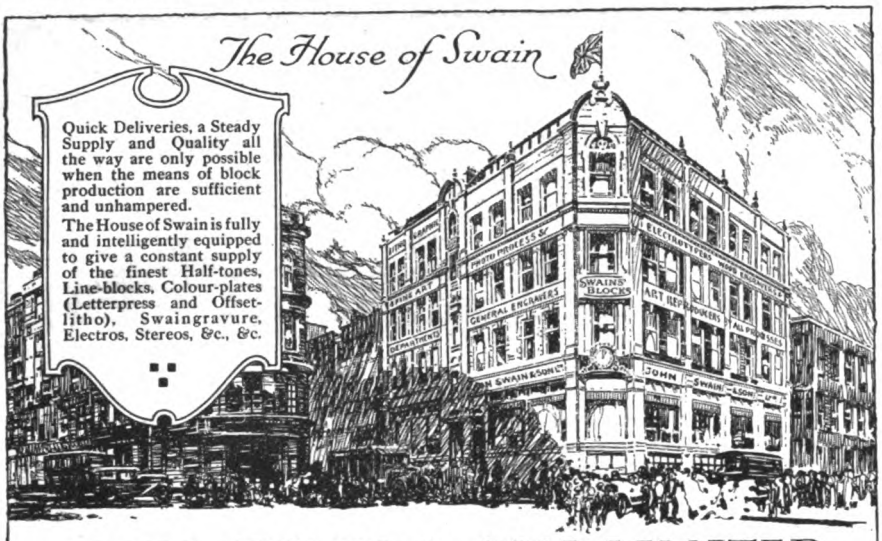
"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES
150,000 *daily*
London Representatives:
FREEMAN & CO., 33, Paternoster Row, E.C.4

BLOCKS.
LET US INTRODUCE YOU TO
SERVICE & QUALITY.
GEE & WATSON LTD.
111 SHOE LANE, FLEET STREET, E.C.4

Put Ideas in your campaign

It sells in the home



JOHN SWAIN & SON, LIMITED

89-92 SHOE LANE, LONDON, E.C.4

Telephone: Central 9333 (5 lines)

Works: HIGH BARNET

GLASGOW - - - 332 Argyle St. BRISTOL - - 43 Broad Street

MANCHESTER - 10 New Brown St. PARIS - 34 Boulevard des Italiens

Telegrams: "Isochromatic" London.

INDIA
AFRICA
AUSTRALASIA
CANADA
FAR EAST
WEST INDIES
as well as
THE
UNITED
KINGDOM

***For* OVERSEAS ADVERTISING**

***as well as for* HOME PUBLICITY**

CONSULT

STEELE'S

ADVERTISING SERVICE, LTD.,

Norfolk House, Norfolk Street, LONDON, W.C.2.

Offset and Photo Offset— NO BLOCKS Required.

REDUCE your costs of printing by photo offset process. Folders, booklets, facsimile letters, posters, showcards, catalogues, letter headings, can be reproduced with half-tones, line or colours and printed on the roughest of surfaces or linen-faced paper at a lower cost than letterpress and a better result. Blue prints, plans, charts, etc. Specially suitable for long runs on thin paper containing half-tones where it would be impossible by letterpress printing to obtain a good effect.

CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 *and* 6387.

To a Printer wishing to increase his Business in London

a first class creative artist and headline writer producing sales promotion literature of distinction and already having a good agency connection and a West End address offers facilities and invites correspondence.

BOX 978,
"ADVERTISER'S WEEKLY," 66, Shoe Lane, E.C.4.

"Many Thanks—Very Pleased!"

After paying the account a Cheltenham client writes in the above strain.

NOW LET US SHOW *YOU*

how persuasively we can make your goods or service appeal.

Lay-out and Copy on approval on request.

NAPIERS, *Printers,* Neville St., **CARDIFF.**

Men's Wear

THE largest circulation of any Journal in the World issued for the Men's Clothing, Outfitting, and Allied Trades.

CIRCULATION FIGURES ARE GUARANTEED.

Prospectus and Advertisement Rates on application

154-6 CHEAPSIDE, E.C.2.

Telephone: CITY 582 (3 lines).

Have you ANY WASTE PAPER, Overissue News or Journals for disposal?

If so, we shall be pleased to call and quote prices.

'Phone: HOP 1284.

F. MITCHELL & Co. (London), Ltd.

Buyers and Exporters of all kinds of Waste Papers.

7, UPPER GROUND STREET, BLACKFRIARS, S.E.1.

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.

D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.

CURRENT ADVERTISING

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

G. Street & Co., Ltd. (Serle Street), have commenced advertising for Wright's Coal Tar Shampoo Powders.

Pratt & Co., Ltd., are giving out business for Howard & Alan.

Smith's Agency, Ltd., have been booking space for Chivers' Pure Food, Heath & Heather, and Anton Fabre.

C. Mitchell & Co., Ltd., have increased displays for Lavona Hair Tonic.

Ashburners, Ltd. (Manchester), are handling advertising for Nonpareil Velvet in dress publications.

Muller, Blatchly & Co., Ltd., have a new appropriation for Bradford Dyers' Association.

C. W. Hobson has been booking space for Nestlé's Milk.

Nash & Alexander, Ltd. are placing for a new line named the Presto Lock.

C. Vernon & Sons, Ltd., are again giving out newspaper advertising for the Abbey Road Building Society.

S. T. Garland Service has been booking displays for Rego Clothiers.

Storey, Evans & Co., Ltd. (Leeds), have resumed advertising Crestona Preparations.

A. Bernard has business in hand for Copson Garratt.

Mitchell's Agency (Glasgow) has been placing in the North for D. K. Silk Stocking Soap.

J. H. Goring has given out new instructions for Grossmith's Perfumery.

Hart & Harford, Ltd., have recommenced placing for Poudre Nilde.

E. Martin Harvey has been increasing advertising for Pan Yan Pickle.

London Press Exchange, Ltd., have given out new business for Kruschen and Radox.

Mutual Agency has recommenced booking space for Theo. Noel Co.

S. H. Benson, Ltd., have large space advertising in hand for Virolax.

T. C. Bench, Ltd., are starting on a new scheme for Edwards' Harlene.

Paul E. Derrick Advertising Agency is placing for Pepsodent, period January to June, 1926, and placing Blundell, Spence & Co., Ltd., advertising in trade papers during 1926.

Curtis Agency, Ltd., are again placing displays in the dailies for Royal Worcester Corsets.

Printers' Advertising Agency, Ltd., have increased business going out for Evan Williams Henna Shampoo.

Alfred Pemberton, Ltd., have a new appropriation in hand for Bisto.

Arthur Knight Co., Ltd., have been placing display advertising for Curzon Brothers.

Free Tickets—Perhaps

An original little "stunt" has been successfully run by the Cameo-Cinema of Paris. During the run of the film, "The Iron Horse," a man dressed as an engine driver distributed free, near the Gare St. Lazare, first-class tickets which had all the appearance of the legitimate tickets. Numbers and dates were complete, but the tickets bore the inscriptions "Grand's Boulevards Railway Station of Cameo, The Iron Horse."

Users of this kind of stunt publicity, however, may be advised to note that the Belgian Minister of Posts and Telegraphs has issued a notice to the effect that the use of imitation telegraph forms for advertising purposes is illegal and that anyone using this form of publicity in future will be prosecuted.

Advertiser's Weekly
US. ADM
LIBRARY
Friday, Jan. 15, 1926
OCT 7 1926

The Advertiser's Weekly

4D A COPY
20/- a year
Post Free
Regd. at G.P.O. as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



"After Six Years"



Letter to Messrs. Birch & Gaydon, Ltd., 153 Fenchurch Street, E.C. 3.

November 12th, 1925.

Dear Sirs,

I am sure you will be interested in the enclosed enquiry from America, which seems to refer to your advertisement which appeared in "PUNCH" on October 1st, 1919.

I have written to our correspondent stating that I have sent his enquiry along to you for reply. Please be kind enough to send him full particulars by return. I am, Yours faithfully,

MARION JEAN LYON,
Advertisement Manager, "PUNCH."

Letter to Enquirer in Buffalo, N.Y., U.S.A.

November 12th, 1925.

Dear Sir,

Your enquiry about a Watch containing an alarm refers to the advertisement of Messrs. BIRCH & GAYDON, Ltd., 153 Fenchurch Street, E.C.3. I have written to this firm asking them to send you full particulars of their Pocket Alarm Watch by return. I am, Yours faithfully,

MARION JEAN LYON,
Advertisement Manager, "PUNCH."

Enquirer's letter to "PUNCH" Advertisement Department, from Buffalo, N.Y., U.S.A.

November 21st, 1925.

Dear Sir,

Thanks for your letter of the 12th instant placing me in touch with Messrs. Birch & Gaydon. I have forwarded to them an order.

Yours truly, etc.,

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80 Fleet Street, London, E.C.4

By Appointment to H M the King

All Correspondence to be addressed to the Company

Telephone
Holborn 2808
(3 LINES)

G. STREET & CO. LTD
(With which is incorporated Leathwait & Simmons)
ADVERTISING AGENTS
8 SERLE STREET
LONDON
W. C.
2

Telegrams
"STREET SERLE ST.
LONDON"

City Offices
6. Gracechurch St., E.C.3.

Also at
New York U.S.A.

Dec. 15th 1925.

Advertisement Manager,
"Belfast Telegraph"

Dear Sir, NEAVE'S FOOD.

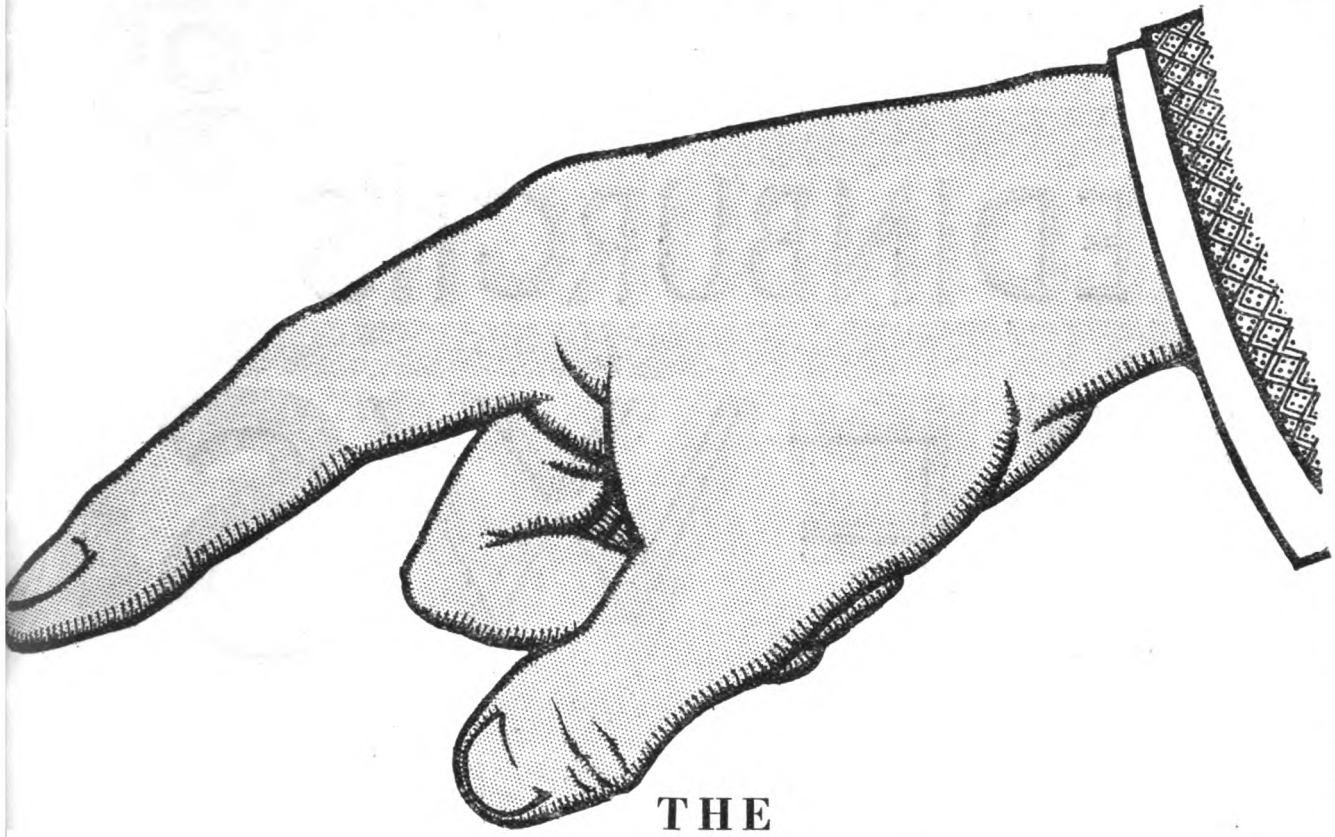
We thought you would be interested in knowing that our clients are very pleased indee with the result obtained through the recent advertising in your paper.

They have received a large number replies, in fact, more replies than all the Irish papers together in which they have advertised.

We think this is a very strikir as to the value of your paper, as of cou an infants' food, the advertisement spe appeals to mothers and after all, it is who spend the money is it not?

Yours faithfully,
For G. STREET &

Direct



THE

Belfast Telegraph

IS ULSTER'S GREAT NEWSPAPER AND ADVERTISING MEDIUM

London Editorial and Advertising Offices:

40-43, FLEET ST., E.C.4

Telephones: CENTRAL 8357 & 8358.

Head Offices:

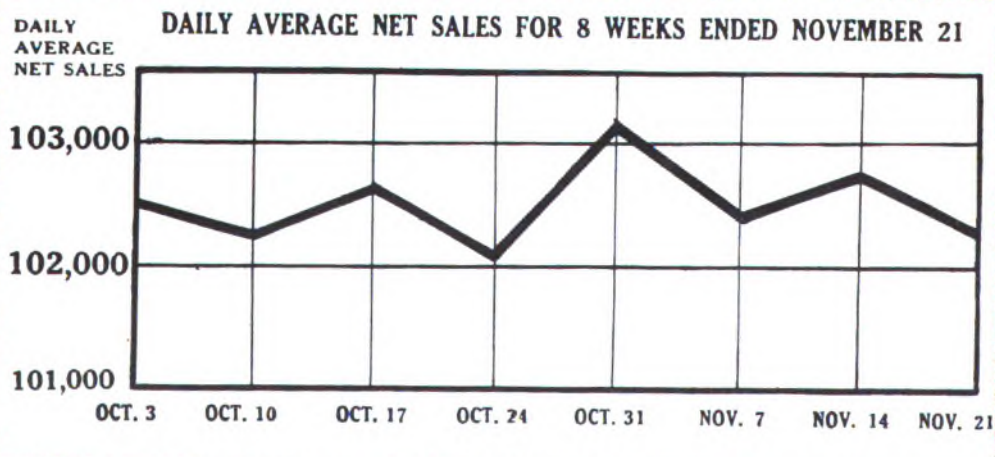
ROYAL AVENUE, BELFAST

AS FAR BACK AS 1900

EDINBURGH'S NEWS

believed that advertisers had a right to know their net sale figures

They have never had any reason to depart from that principle



Scotland's "Capital" Paper with the Largest Sale

THE GRAPHIC. DRAWS REPLIES —

The Advertiser's Weekly
4D ACCEPTED AS A NEWSPAPER
THE ORGAN OF BRITISH ADVERTISING

THE GRAPHIC. — IF YOU ADVERTISE.

Vol. 49 FRIDAY, JANUARY 15, 1926 No. 660

The Week in Advertising

"Safeguarding" Industry—The Part of Advertising in the Protected Fields—Co-operative Campaigns and Service Agencies

ASSISTANCE has been given to a certain number of trades by the Safeguarding of Industries Act. Those trades now have a favoured field in the home market. Are they going to take full advantage of the opportunity?

The leaders of those trades have still a good deal of hard thinking and clear thinking to do before they, their shareholders and their employees obtain the full benefit of the assistance which has been given to them by the law of the land. It will benefit them very little that their industry is "safeguarded" unless they themselves build round the trade a rampart of good will. That rampart must be made impregnable to the assaults of external competition—against which "safeguarding" is not a permanent nor an impregnable defence.

During the time it is in force, however, each safeguarded trade has the opportunity to make itself known to and appreciated by consumers in the home market. The goods must be right; the price must be right. But with these factors must go publicity, and that must be right.

We are perfectly well aware that there are difficulties. There are internal jealousies, one of the great weaknesses of trade in this country and in certain others. The prospects for united campaigns in some of the safeguarded industries would be set at zero by anyone who was not a giant killer. There are men, however, who are not to be daunted. They are at work already on proposals for co-operative campaigns, whose objective is not only the selling of safeguarded goods in the home market but the establishment of those goods in such a position that they will hereafter dominate the market against any competition.

The difficulties do not end with the conversion of sufficient supporters in the industry to a co-operative campaign. They start again then. And that is the point at which the well-equipped service agency can begin to be of real service. There are plenty of business men in the country, both advertisers and non-advertisers, who have only the vaguest idea of the amount of research and of hard delving after details that is needed in the preparation of a really telling co-operative campaign. They are still ignorant of the accumulated stores of business information on which they can draw in the files of the service agencies of this country. The collection of news has been brought to a fine pitch by the editorial departments of the newspapers. That fact is recognised, but it is less well known that the application of the news to marketing, the collateral collection of distribution and sales information by the handmaidens of publicity, the service agencies, has proceeded on lines just as efficient and effective as the news gathering.

The safeguarded industries have seen themselves in print in the reports of the committee meetings. But there is more for them to do. They must put themselves into print in every form to strengthen the position they have won.

"The only sane method of persuading people to buy British pottery is to advertise," said Sir Francis Joseph, the President of the North Staffordshire Chamber of Commerce, in an address to the Chamber this week. We venture to modify his phrase to the extent of adding the word "efficiently" at the end. Advertising that is to do its work for an industry must be the best advertising that can be commanded.

The same lesson applies even more forcibly to the industries which did not succeed in their applications. They are exposed to the full force of foreign competition. The need of every available weapon with which to protect themselves is urgent.

THIS WEEK'S PAPER

A Space Seller Gets a Lesson in Salesmanship—by John C. Kirkwood
Ways of Preparing the Canvass

The Value of Small Space—by O. Rivington
Ideas for Obtaining the Best Return on a Modest Appropriation

Markets in the Dominions

What Interval Between the Follow-Ups—by Max Rittenberg

Window Displays for Printers—by Ernest A. Dench

IN THE PRINTING SUPPLEMENT
What Shall We Print it On?—by Capt. J. S. Allan, F.I.C.

And All Regular Features
Ad. News in Brief
Publication Notes and News
Club Notes and News
Letters to the Editor
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

A Space Seller Gets a Lesson in Salesmanship

Ways of Preparing the Canvass—An Armoury of Facts and Figures

By John C. Kirkwood

WHEN Strong, representing the *Midland Planet*, called on Hartley, a maker of soap, to canvass him for advertising Hartley received him readily because he lives in the district, and because he knows and esteems, and receives every Saturday the *Planet*.

Strong is quite a young man, and not a very experienced representative of the advertisement department of a newspaper. He began his canvass in the familiar and futile way, namely, he began to talk about his medium—about its good circulation among the well-to-do families of ——, and he wondered if Hartley would use the *Planet*.

Hartley is " hot " on Salesmanship, and so the salesmanship of every man who calls on him to get an order is watched as sharply as a mouse is watched by a cat.

So when Strong began in the wrong way Hartley permitted him to proceed, in order that the lesson in salesmanship which he proposed to give would be illumined by Strong's perception of his own wrong method.

Old Stuff

When Strong became silent Hartley said—

" You are telling me nothing new. I have known about the *Planet* for many years. The fact that it is 70 years old doesn't interest me a particle. I had hoped, when I permitted you to come into my office, that you had something really interesting or valuable to say to me.

" Imagine that there is sitting in a chair by your side Thompson representing the *Yorkshire Weekly Review*, established 80 years ago; and on your other side, Robertson, of the *Norfolk Weekly Star*, which newspaper celebrated its 100th anniversary in March last.

" Imagine that both Thompson and Robertson duplicated your canvass, merely telling me that they represented their respective newspapers, each of hoary age, and each read by the best families of the counties in which they are published. I ask you, Strong, why should I give you an order for space any more than I should give an order to Thompson or Robertson? "

Strong was honest enough to admit that his canvass was not very convincing, and that he would not win out against the competition of Thompson and Robertson, and that neither Thompson's nor Robertson's canvass, if given in the manner indicated, would be either interesting or persuasive.

" Strong," said Hartley, " what am I interested in most? " And Strong replied, still under the bondage of his employers, " In a circulation of the best class."

" No! No! No! " said Hartley, " I am not interested in your existence, or in the existence of your newspaper; in your principals, or in your circulation, any more than I am interested in the newspapers of South America; or in the men who died yesterday in Russia; or those who went to prison last week in the United States. No! No! Strong; try again "; and now Strong answered more wisely, for he said, " In your own business."

The Crux

" Good! " said Hartley, " you've got it! Always my interest is in myself and my business. Now, if you had started in by saying things interesting to me about *my* business, and by making suggestions to me as to how I could increase my sales in the Midlands, then you would be making the right approach.

" Suppose that you had said to me:

" ' Mr. Hartley, in preparation for this call on you, I made inquiries in several shops in several of the towns round here, to find out how your soap is selling, and I think that you will be interested to hear what I jotted down in my book.

" ' First of all, I called on Brown's, of Wolverhurst. You know Brown's?'

" And suppose, Strong, that you read from your book reports of calls on a dozen or a score of shops in a number of Midland towns, then you could be sure of my deepest interest in your call. You would be dominating this interview, not I, and you would be scoring heavily.

" And suppose, further, that your investigations made it very clear that our sales in the Midlands are far below what they could and should be, then I would probably say to you, ' Well, Strong, what's the answer? '

The Answer

" Then you would have your answer ready, you would say to me:

" ' I would say, Mr. Hartley, that it is because your soap is not brought sufficiently to the attention of the best families of the Midlands, and to its logical retail distributors. You are outsold by Sunlight and two or three other well-advertised brands. Now, I am going to suggest to you a definite campaign in the *Planet*.'

" Then, if you were to hand me a type-written proposal, indicating sizes of space, number and dates of insertion, and cost, you would probably find me very much inclined to O.K. your proposal and give you the required order."

Hartley proceeded. " You see, Strong, you ought to manœuvre me into giving you an invitation to tell me about your merchandise; for then not only am I bound to listen attentively to what you may say, but also am I likely to be very well disposed towards you.

" This is the right idea, Strong, namely: hold back any reference to what you have to sell until you are invited to show your goods. If you are an astute salesman, you can and will shepherd the buyer towards an invitation.

" The right approach is to offer *profit* to the buyer; to convince him early and swiftly that your main interest is in *his* business, not yours; and to demonstrate to him that you are competent to make proposals sound in their character and intelligently devised to give the buyer his desires."

Hartley continued his lesson by asking about circulation, and Strong replied in the expected way, namely, " We have a very good circulation all over the Midlands. We reach——."

" Stop! " cried Hartley. " You have answered just as I expected you to do. Now I am going to suggest a much better way of informing me about your circulation. Have you a map of the district on you? "

The Demonstration

" No," said Strong.

" I didn't suppose you had," said Hartley, " but I suggest that you should have a map—a good big one, mounted on linen, to put before me when I ask about your circulation. If, when I said to you, ' What about your circulation? ' you had said, ' I think that you will be interested in this presentation of the distribution of our circulation'; and if you had spread a map on my desk, with, marked thereon, in connection with each community centre, the number of copies of the *Planet* sold, then I would have been much impressed by your preparedness to answer my question in a very interesting and convincing way. Your map with its figures, joined to your interpretation of them, would have captured two faculties—sight and hearing, and you would be registering on my mind and memory with doubled effect. Also you would probably be getting me investing both a new quality, and a very large amount of acute and absorbent interest in the portrayal of your circulation. Certainly you would be on top—you would be master of this phase of your canvass."

Hartley went on: " Suppose, too, Strong, that you had ready a type-written sheet to put into my hands showing me the names of some of the largest and most persistent users of the *Planet* as an advertising medium; showing also the growth of their use of space in the *Planet;* then you would be interesting, impressive and convincing. If for example, you said to me:

" ' You know Bentley's, the drapers, do you not, Mr. Hartley? Well, Bentley's began using the *Planet* right after the war. They began with a 6-inch double column space per week. To-day they use from 3 to 4 full columns weekly, and at times full pages. Here is a

(*Continued on page* 90)

The Value of Small Space

Statistical Examination of the Position—Ideas for Obtaining the Best Return on a Modest Appropriation—Cumulative Effect of Half-Inches

By O. Rivington *(Advertising Manager, Messrs. Herbert Terry & Sons, Ltd.)*

HOW can small appropriations be made to yield better returns? This is a question which vitally concerns everyone who has to meet the ever-rising costs of space. As every increase in rates automatically reduces the amount of space an appropriation can buy, and as competition makes a low selling cost a big advantage, it becomes an urgent necessity to make advertising more economically efficient. This is a little study of the subject of ways and means whereby better results may accrue from the use of small spaces.

A very wide field has been traversed for the few specimens shown here. They illustrate the fact that there are people who have much faith in the power of advertising, and that some endeavour has been made by brain to make up the handicap of cost. Those from the German papers are some of the smallest displays the search has revealed. They are models of smallness not seen in English papers, although the two ½-inch spaces from an American source equal them.

This study is based upon the experience of over twenty years of small space work. It may be helpful to someone who has to make a little money go a long way. The article is merely suggestive. It does not arraign small spaces against big ones; it cannot teach how to make a half-page equal a whole page, or a quarter as effective as a half, but it may give some ideas on buying and placing. After the buying is done, the designer takes over the responsibility. In the hands of a capable man the small space may become extremely valuable.

As a unit of contract the small space is worthy of closer study. In this connection it is known as a "rate holder," because it is possible in some cases to employ it for taking advantage of bigger spaces at a reduced cost. The two diagrams on the next page are worthy of a careful perusal.

The figures given are the totals of costs for the spaces and periods quoted, and are prepared from the rate card of a weekly trade journal. For sake of illustration this journal is one that a manufacturer ought to use, because it reaches a class of trader necessary for his business. It is supposed that the manufacturer can allot approximately £100 for his advertising therein. At first sight choice seems to rest upon 52 one-eighths, 26 quarters, or 13 halves, either of which will absorb £84 10s. The rate card shown offers better value than that.

By the expenditure of another £24 a much more effective plan is available. Instead of taking 26 quarters or 13 halves, it is better to take up a 26 series made up of 13 one-eighth and 13 half-pages for alternate insertion. Not only does this offer better attention value (see Diagram I), but a saving of about £13 on the contract. Half-pages will cost £6 instead of £6 10s., and eighths 35s. instead of 37s. 6d. Where the rate card gives a *pro rata* scale the only financial advantage can come from the series rate, although attention value is still a strong factor. The newspapers come under a different category, but even here the joint use of small and large spaces may effect a saving.

Another phase open for the study of economy of advertising is the value of size, shape and position. This knowledge may not ensure the best positions, but it should, on the law of averages, improve the advertising returns. If one has a "pull" with the advertisement department, then the value of Diagram I is increased. Values vary greatly with the number of the advertising pages; their distance from front and back covers, and distance from reading matter.

According to the findings of Mr.





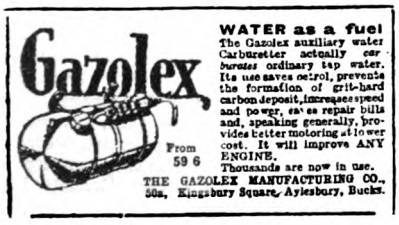


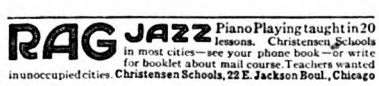


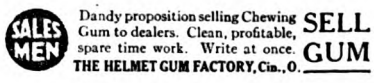












Examples of exceptionally small spaces. The first is 1¼ inches by 2 inches: the second 1⅛ × 2¼. The two strips at the bottom were ½ inch deep and the two above were ⅝ inch spaces

Frank Alvah Parsons and two other experts, given in a book entitled "Advertising in Principle and Practice," the values of position and shape are as shown in Diagram I. A more recent research conducted by the New York Bureau of Business Research gives the figures as: full page, 100 per cent.; half-page, 71 per cent.; quarter-page, 47 per cent. There is some disparity in the two cases. A similar research was made by Mr. John Hart some years ago. If those figures could be produced for

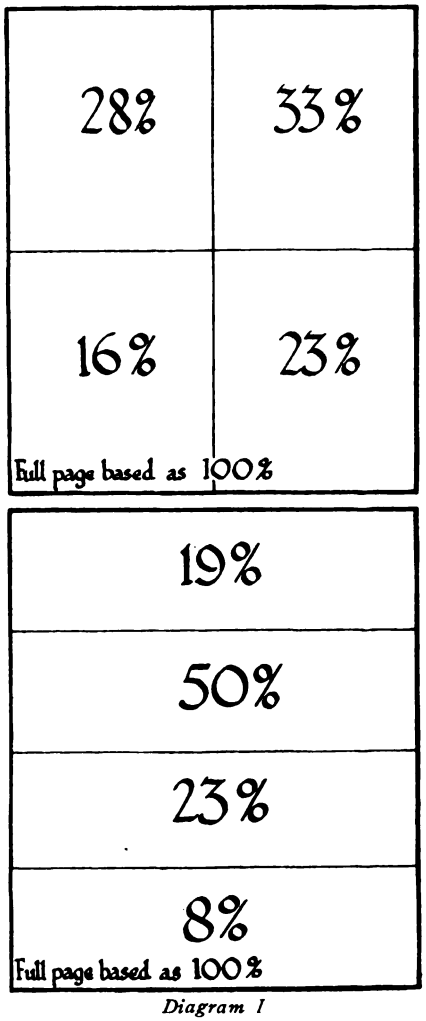


Diagram I

comparison, a mean of value may be possible.

The advertiser of limited means must take advantage of every bit of science and designing skill open to him. Big spaces may dominate, but the small space must win. Small space users must necessarily work harder, but the writer's conviction is that small spaces, with a definite purpose behind them, may achieve great ends.

Cumulative effect works with the advertiser who is developing a market through ordinary channels. The public has not definite impressions upon the amount of space used by an advertiser to blazon his name into its consciousness. Public memory is created by repetition, association, design, and the small space user often

	13 insertions	26 insertions	52 insertions
¼ page ...	£24 7 6	£45 10 0	£84 10 0
½ page ...	£45 10 0	£84 10 0	£156 0 0
¼ page ...	£84 10 0	£156 0 0	£286 0 0
Full page..	£156 0 0	£286 0 0	£520 0 0

Diagram II

receives credit for being more powerful than he really is. It is the regular steady pull that counts.

In many quarters there is a lack of understanding as to what advertising is and how it works. As a result the margin of safety is higher than it need be, *i.e.*, advertisers spend more in advertising than is always necessary. No two campaigns, however, can be alike, so the only reliable data is that established by the advertiser who seeks efficiency by way of a study of such information as is possible. If he go slowly, and feel his way with the largest and best filled spaces he can afford, his progress is assured. Thus it is better for the advertiser to find his public, and the papers that reach that public, and concentrate his messages upon them, than to spread his advertising so widely and thinly that it will not be effective.

The first advertisements seldom pull much, unless they make some out-of-the-way offer, but if the pressure is kept up a market is being cultivated, and soon the advertising begins its work. Public good will cannot be forced, it must be coaxed. Another factor which aids general effect is a regular change of copy and size of space. In regard to the selection of papers, it is well to note if they cater for a special reader on any particular day or date. These issues appeal to an interested public, and before such a public special advertising has a greater force. Finally, it is not advertising nor media which are on trial in any campaign. Both have been tested for many years. It is the individual directing the campaign that is on trial.

Markets in the Dominions

Colonial Under-Secretary's Review of the Position—Restoring the Balance Between Capacity and Output

MR. ORMSBY-GORE, M.P., dealt with "The Economic Geography of the British Empire" in the presidential address which he delivered at the annual meeting of the Geographical Association.

Mr. Ormsby-Gore said that it was only recently that the importance of economic questions and their relation to geography had been realised. Bearing in mind the economic axiom that the wealth of a country depended on the trade and productive skill of its population, it was evident that the British Possessions in America and Australasia were quite inadequately populated; and this was equally, though not so apparently, true of Africa.

As an indication of the efficiency of production, he drew attention to the following figures of exports per head of the population for the year 1924:—

New Zealand, £38 17s. 11d.; British Malaya, £23 7s. 10d.; Canada, £23 6s. 1d.; Australia, £20 4s. 1d.; Great Britain, £18 4s. 1d.; Union of South Africa, £10 4s. 2d.; Gold Coast, £4 3s. 4d.; Kenya and Uganda, £1 1s. 2d.; Nigeria, 15s. 5d.; India, 14s. 6d.; Tanganyika Territory, 12s. 8d.

The man of European race was a relatively high producer, and the contrast between the Union of South Africa and the other Dominions was explained by the inclusion in the Union figures of a relatively low-producing native population. Taking the corresponding figures for a series of years, they found that even among the lowest figures, such as the East and West African Possessions, there had been during recent years a very remarkable increase. Uganda was to-day producing more than half the total quantity of cotton exported from the whole of British Africa, including the Sudan, and the Gold Coast was producing more cocoa than was being produced in all other countries together. During the war and since the manufacturing plant of the industralised countries had increased enormously, but the primary production of the world had not increased in the same proportion, and the consequence was poverty and unemployment in industrial countries. The proportion of fully manufactured goods in the exports from Great Britain to different countries was: India, 95.5; Australia, 94; New Zealand, 87.5; Argentine, 85.5; Canada, 84; Spain, 75; France, 43; Italy, 40; Germany, 40.

The countries of greatest economic importance for trade purposes to industrial countries were the primary producing countries. The development of complementary as opposed to competitive trade was of great importance. The figures he had given showed that the trade done between Great Britain and the oversea parts of the Empire was the trade of most peculiar value to Great Britain.

In regard to "speeding-up" the primary production of the world to restore the balance with manufacturing capacity, the facts of the situation were by no means discouraging. The following were the percentage increases in exports of some of the principal countries for the year 1924 over the year 1913:—Union of South Africa, 160 per cent.; Canada, 142; Japan, 135; New Zealand, 124; Argentine, 109; Australia, 100; Denmark 93; Spain, 86; Great Britain, 89. With the exception of Japan, the countries with the most important increase were, first, primary producing countries, and secondly, chiefly the British Dominions. They were the most rapidly expanding producers and, therefore, the most rapidly improving markets.

Window Displays for Printers

Some Novel Methods of Calling Attention to the Beauty and Use of Type

By Ernest A. Dench

THE printer cannot be expected to make as elaborate window displays as the large retail shops. His window display facilities are usually restricted in regard to space. And another thing—the printer is not in a position to employ a man especially to arrange his window displays. So time and limited space help to retard his creative ability in this direction.

But it is a mistake to stop making attractive window displays on these two scores, because an untidy window, full of dirt and dust, is not a good advertisement for a printing establishment.

There is a happy medium in all things, and it is possible to arrange a business-bringing window despite the various obstacles. Alert American printers have solved the problem; so can you. A few of their methods are described below.

An Unconventional Display

Alson Brubaker, display and advertising manager, Walker Brothers, Fargo, North Dakota, U.S.A., refuses to be handicapped by the conventional in promoting greater use in printing, especially the social kinds.

Hostesses don't mind spending a lot of money on floral decorations for parties, dances and other socials, yet oftentimes skimp on getting out the printed announcements, dance programmes, menu cards, place cards and the like. They resort instead to getting the stereotyped "stock" kind from the nearest stationery shop, instead of spending a little more and getting out something original and distinctive with the printer's direct assistance.

The punch in a striking display to promote "social" business was supplied by a large black and white card, of an Egyptian block design, and advocating:—

SAY IT
with
TYPE.
Flowers Die.

This oblong card stood upright on a long garden bench of imitation stone, placed in a slanting angle, facing front, at the centre rear. The floor was spread with white and black crepe paper, while the panelled background was treated to an outer covering of black and white checked paper, the checks being straight up and down, instead of diamond shaped, as on the floor.

A frieze along the upper part of the background was of paper, and illustrated with Egyptian figures of the time of the Pharoahs. Not a single printing specimen was on exhibition in the window to detract from the pungent message presented, although, to my mind, the trim was a little too subtle for most folk, and would have registered more strongly from a business point of view had there been some social printing samples in evidence about the floor.

A Colour Work Exhibit

The Lane-Miles Standish Company, Portland, Oregon, U.S.A., called attention to the excellence of their colour work in an effective window display. Six large sheets in all were spread separately on the window floor. The first circular showed a piece of advertising matter executed in yellow. The second circular showed the same advertisement in red and yellow.



A striking display in a printer's window

The remaining circulars showed the job done in several more colours, the last circular revealing the completed advertisement, with the finished colouring and lettering. The novel exhibit gave a good idea of the intricate character of colour printing.

Being on Time

The Royal Ribbon and Carbon Company, New York City, emphasised the fact that they keep every delivery promise they make. This was accomplished by the clock hung above the entrance to the shop, in between the two show windows. A sign placed below the clock was worded as follows:—

Regarding Printing—
Most Printers Deliver IN Time.
We deliver ON time.

A pleasing manner of segregating the different lines of printing was followed in a window display by the Borden Press, Newark, New Jersey. A three-tier pedestal occupied the rear. Samples of calendars, menu cards and dance cards were exhibited on the pedestal. Two round pedestals occupied the sides, with booklets and folders displayed on one and cards on the other. Down in front was a long tilted board, on which attractively printed memos were grouped.

An Unusual Series of "Ads."

A series of displayed advertisements run in one of the local papers by Baker, 67, Hudson Avenue, Albany, New York, was along unusual lines. For each advertisement, Baker took a memo or bill that he had recently done for some local retailer and reproduced the printed part of it in his copy. At the top left-hand corner, the smiling countenance of Baker beamed upon the reader, with his name and address at the top right-hand corner. Below this a little introduction was given:—

> In this space I will show you each week a job of printing I have done for a progressive business house.

Then the text part of the letterheading was reproduced, concluding with these remarks:—

> Following is a list of printed forms we have shown in past editions.
>
> Watch this space to see when yours will appear.
>
> Allen and Arnink,
> Schroeder Electric Co.

Not only was this effective advertising for Baker, but it also was free publicity for the shops whose printing appeared in the announcements.

(*All rights reserved*)

"Sounding Brass"

Miss Ethel Mannin's Novel of Advertising

IT was probably inevitable that Miss Ethel Mannin should write a novel about advertising. Her early association with the profession was an experience too valuable to a writer to be left untouched. And her new book "Sounding Brass" (Jarrolds, 7s. 6d. net) is advertising throughout, the career of a successful agent, interwoven with the careers of others who are not so successful. There will be fierce controversy whether Miss Mannin is attacking certain aspects of advertising or merely recording.

The book has certainly a sub-acid quality. Her advertising men are not paragons of social virtue whatever they may be as business men. Jim Rickard, her central figure, is a thoroughly unlikeable character. He "gets on." His partner Murray, who is intended to be a contrast, is only a shadow. One is not sufficiently interested in him to like him. He does not "get on" except in so far as Rickard hauls him onward, but that fact fails to stir us because the man himself does not live in the book.

The weakness of "Sounding Brass" as fiction is its monotony of note. The brass is all brazen. There is no pleasant tinkling of the cymbals, no delicate passage for the cornets. It is a hard book. And we are not convinced that all advertising men and women are hard. They are very human. Their story has yet to be told in its entirety.

Model Pantomime Posters

To synchronise with the advent of the pantomime season, the Underground Company have issued a novel poster for children, from which they can construct a complete model theatre, complete with scenes and characters.

This poster is being exhibited at all Underground stations. The designing of it has been executed by four artists under the direction of Mr. R. P. Gossop. It is divided into a number of small coloured pictures of familiar London sights and landmarks. These scenes can be cut out quite easily, and, being printed on both sides of the poster, they show up clearly when a light is placed behind.

Thorny Points in Postal Publicity

What Intervals Between the Follow-Ups ?

By Max Rittenberg

THIS question was put to a speaker at the Advertising Convention in July of 1924, a man associated with a large and successful mail-order business.

The speaker's reply to it took up a large slice of time ; but when he had finished, the man in the chair next to me, who had put the question, and earnestly sought light on the subject, told me he was no wiser than before !

In brief, the question is such a thorny one, and is so hedged about by ifs and ans, that a man of great experience in postal selling was not able to give a clear and informative answer to it. An opinion of any value can only be expressed on a specific case. To be as specific as possible, here are some answers to the question taken from the actual procedure of firms—the intervals between follow-ups which they use themselves.

(1) A Mail-Order House gets a request for goods to be sent on approval. The procedure is as follows :—

First Letter answers inquiry and advises despatch of goods.

Three weeks later.—Reminder letter.

Two weeks later.—Second reminder.

If no reply is received, the matter is automatically transferred to counting house, for the "chasing" of the money :—

Two weeks later.—Statement.

Two weeks later.—Statement with slip attached.

Two weeks later.—Form letter from counting house.

One week later.—Form letter from counting house.

One week later.—Form letter from solicitor.

Three days later.—Second form letter from solicitor, registered.

(2) The same Mail-Order House receives cash for a supply of goods. This supply is reckoned to last the customer about two to three months. So :—

Eight weeks later.—Reminder to order more.

Six weeks later.—Second reminder.

Two months later.—Offer of other goods.

Two months later.—Offer of other goods.

Two months later.—Offer of other goods.

(3) The same Mail-Order House sends a special offer, completely described, to list of prospects. This mailing shot tells the story completely, and there is nothing left to be said in a follow-up at close intervals. Therefore :—

About six months later.—A different offer.

The above three instances show how widely different will be the intervals between follow-ups, depending on whether they are sent to an inquirer, to a customer, or to a cold prospect. The former calls for close intervals ; the second needs spaced-out intervals, to avoid the suggestion of "pestering" ; and the latter may need a long rest until a quite different line of appeal is thought out.

(4) A Correspondence College receives an inquiry. This calls for close intervals. The procedure is :—

First Letter answers inquiry and sends full prospectus.

Ten days later.—Reminder letter.

Two weeks later.—Second reminder.

Three weeks later.—Final letter.

(5) A Corset House receives an inquiry for a booklet.

The first letter acknowledges the inquiry and sends the booklet. The follow-up cleverly avoids the suggestion of "pestering" by giving the inquirer still another booklet, one for which she has not asked, but nevertheless is likely to appreciate.

Three weeks later.—Brief chaser, covering the second booklet.

(6) Agency for an expensive motor-car writes to a highly selected list of prospects. The margin of profit on the sale of a single car allows amply for expense on postal publicity of a very persistent character.

Once a month.—Follow-ups continuing for a year.

(7) An Infant's Food House sends a letter to a new mother. This will be received, of course, in the midst of a cwt. of other literature sent to mothers who dare to announce that fact in the "Births" column of a daily paper.

First Letter covers booklet telling the story completely.

Three months later.—Second letter and booklet built around the changing of an infant's food at the age of about three months.

Probably that speaker at the Advertising Convention had in mind a number of instances as widely divergent as the above—and it can easily be understood why he could give no tabloid answer to his questioner.

From Leipzig

An English diary and notebook, bound in leather, is being distributed by the Leipzig Fair authorities. The value of a good "trade mark" is demonstrated by the artistic way in which the "MM" of the Fair has been engraved on the cover forming a constant reminder. A cigarette case and matchbox are similarly engraved.

Dutch Papers with well-to-do Readers

In these papers you get quality circulation only. Their readers demand and can afford the best.

Algemeen Handelsblad (Amsterdam)
Nieuwe Rotterdamsche Courant (Rotterdam)
Het Vaderland, - Nieuwe Courant (The Hague)
Wereldkroniek (Holland's Leading Weekly).

Specimen Copies and rates can be obtained from the U.K. Representatives.

The Overseas Publicity and Service Agency,
9, Quality Court, Chancery Lane, W.C.2.

Manager: G. D. Young,

'Phone : Holborn 5628. **(Not Ad. Agents. Solely Publishers' Reps.)** *Telegrams : Egyptadco.*

RESULTS

SHETLAND INDUSTRIES,
92, George Street,
Portman Square,
London, W.1.
Jan. 6th, 1926.

"Thank you for your letter of the 4th inst. confirming the dates for the future advertisements in the 'Morning Post.

"I believe I promised to let you know what results we had from the last two advertisements. Up to date we have traced 89 replies from these two insertions, which I think you will agree is very good. I am very pleased with these results."

(Signed) C. E. GRAVES

It Pays to put it in the Post—

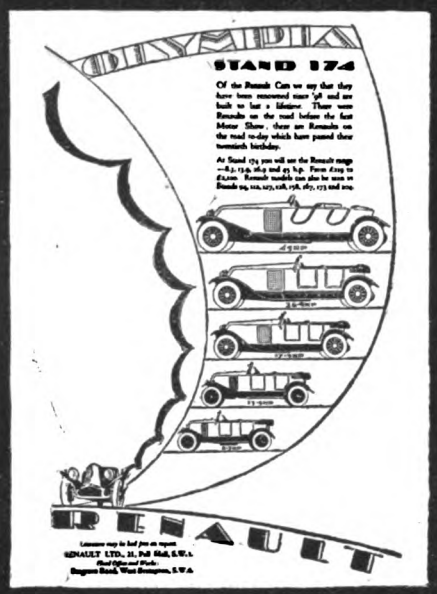
THE MORNING POST

MORNING POST BUILDING,
346. Strand,
London, W.C. 2
Telephone: City 1500

PERCY WATSON,
Advertisement Manager.

Examples of Modern Advertisin









OUR clients benefit by an Advertising Service that is not only complete — from market-research to copy, from studio to printing works — but includes facilities for work of a specialised character.

As one example of this we reproduce specimens of Advertising, part of a campaign for a Car of world-wide fame.

Original in display, fresh in treatment, they suggest something of the capacity of this House. In this instance the copy is written by men who are familiar with the mechanism, production and selling of cars. The drawings are done by artists with motor engineering experience. These specialists form part of the organisation, and their work is done inside the House.

¶ We will gladly show Business men how this complete Advertising Organisation can be profitably employed by them. An enquiry will cost nothing but the time in making it.

MATHER & CROWTHER LTD.

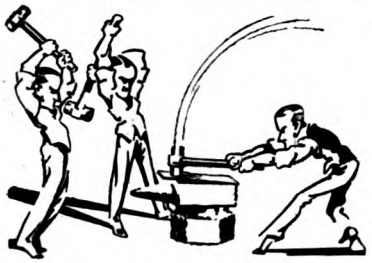
Head Office: 10-13, NEW BRIDGE STREET, LONDON, E.C. 4.

Telephone: CITY 6290 (5 lines).

Printing Works and Foundry: BARTHOLOMEW CLOSE AND KINGHORN STREET.

Mather & Crowther Limited







hammer at an advertising scheme

until it is as good as sound workmanship can make it.

Policy
Pen *and*
Pencil

are their tools. Enthusiasm the fire in which they heat their metals; cold experience the trough in which they cool and temper it.

They may submit sparkling copy and unusual illustrations.

They will suggest homely illustrations and platitudes if in their experience platitudes will pay better.

But it will be a *sound* scheme.

Yet they do not know it all. They realise that they must work in closest harmony with their client with his invaluable inside knowledge of production, sales and competition.

If you are hammering out an advertising scheme for yourself, we shall be most happy to join you.

A 'phone call to Central 4202 will decide whether we can assist you. No obligation.

Send for our latest folder
"GOLDEN FRUIT."
Free to executives.

Ruddock, Noller & Ruddock,

Specialists in the planning and placing of advertisements,

3, OLD JEWRY, CHEAPSIDE, E.C.2.

Telephone: Central 4202.



Current Advertising

Notes of New Business Going Out—New Advertising Now Appearing in the Press and on the Hoardings

Barker, Drabble & Co. are again placing for Carr & Westley and have been booking forward dates for Bennett College.

Sells, Ltd., have business in hand for Marconiphone.

London Press Exchange, Ltd., are now handling advertising for De Reszke Cigarettes.

Brandis Davis Agency, Ltd., have been booking space for Cook's Suet, Cook's Farm Eggs and for Esmolin.

C. Vernon & Sons, Ltd., are running a scheme for Doctor's China Tea, and have again been placing newspaper displays for Murdoch's Pianos and Oatine.

A. H. Grantham & Co. (Reading) have increased advertising for Dr. Mackenzie's Smelling Bottle.

T. Dixon's West End Agency, Ltd., has considerable business in hand for Columbia Records.

C. Mitchell & Co., Ltd., have extended newspaper advertising for Bishop's Varalettes.

Erwin, Wasey & Co., Ltd., have resumed large space displays for Ford Motors.

E. W. Barney, Ltd., are now placing the business of Holborn Hall College and new advertising for Stone's Ginger Wine.

C. Vernon & Sons, Ltd. (Liverpool) have been issuing instructions for Eze Liquid Metal Polish.

Erwoods, Ltd., have increased newspaper advertising for Dr. Blosser.

F. E. Williams is again booking space for Artistic Photographic Co.

Willing's Service, Ltd., are giving out new business for Van Heusen Collar.

Nash & Alexander, Ltd., have been placing display advertising for Alderton's Puff Paste and for Army and Navy Matches.

J. H. Lile, Ltd., are again handling newspaper space for Stephen Matthews & Co.

Holford Bottomley Service, Ltd., have been giving out for Saving Certificates.

Clarke, Son & Platt, Ltd., have business in hand for Carter's Seeds and have been giving out for Doan's Backache Pills and Clarke's Blood Mixture.

T. Colman & Co. have again been booking space in the dailies for Wincarnis.

David Allen & Sons, Ltd., are handling a large appropriation—Press and posters—for Velocium.

Osborne-Peacock Co., Ltd., have commenced new placings for Amami Shampoo, Celanese, and Dolcis Footwear.

C. D. Clayton, Ltd., have renewed newspaper advertising for Overland and Crossley Motor Cars.

D. J. Keymer & Co., Ltd., are handling sole advertising for Samuel Bros.

Lord & Thomas, Ltd., have business in hand for Royal Society Cigarettes.

E. Martin Harvey has increased advertising for Trident Brand Salmon and Shrimp Paste.

J. W. Varney & Co. (Manchester) have an extensive scheme running for Veno's Cough Cure.

Crossley & Co., Ltd., have recommenced placing for Lactopeptine.

George A. Marsh is handling the advertising of Aquascutum now appearing.

Brockie, Haslam & Co. are issuing series orders for McCallum's Perfection Whisky.

G. Street & Co., Ltd. (Serle Street) are placing renewals for Wright's Coal Tar Soap.

Travers Cleaver, Ltd., have again issued renewal instructions on behalf of Robinson & Cleaver, Ltd., Belfast.

Somerville & Milne, Glasgow, have given out to Irish dailies for Neill's "Perfection" Jams, Jellies and Marmalades and have further business of a national character on hand for this client. They have also placed British Holiday House Letting Association in Scotch and Irish weeklies, and Cullen's "Hawkhead" Laying Meal and Cochran's Shire Fence in farming papers. They are also preparing new season's appropriations for Jaaps' Health Salt and Coutts Acetic Acid.

Walter Pearce & Co. are booking space for Rutter's Mitcham Shag, E. & W. Anstie, Devizes, and R. A. Lister & Co., Dursley.

SPACE SELLER'S LESSON—(Continued from p. 82.)

graph showing the growth of the Bentley advertising.'

"Now, Strong," said Hartley, "I am almost done with this lesson to you on how to sell space in the *Planet*. I think you will agree that in comparison the methods which I am proposing make sickly pale that commonplace canvass of yours and of nearly every other man who comes to me trying to get an order for advertising in his medium; that futile and empty canvass which says, 'I have come to ask you to advertise in our paper. It has a very thorough circulation among a good class of buyers.'

"A bald canvass of this description defeats itself, and leads to a low esteem of the representative, and of the advertisement manager who has not done anything to equip his representatives with good canvassing material, and who has not taught his men the tactics of good salesmanship.

"A man who is canvassed to buy space wants paid to him by the publisher's representative the compliment of a truly personal canvass—a canvass which cannot be made to any other with equal pertinence.

"Now, Strong, what are you going to do about it? You are going to leave me in a minute or two to canvass some other manufacturer, and tomorrow you will be canvassing several manufacturers and retailers: and you'll be doing the same week after week, perhaps year after year. Are you going to continue going about with colourless, dull, stupid and futile statements about your medium and its circulation, getting licked in 75 per cent. of your canvasses, and always being dominated in your interviews by the space-buyer? Have you resolved to learn to canvass better; and to prepare yourself thoroughly in the ways which I have suggested for your calls on those from whom you want orders?"

* * *

What Strong resolved or did is not now a matter of concern; what is of moment is, What will the thousands of Strongs do in regard to making themselves more efficient as salesmen of space in their newspapers?

The Observer

THE OLDEST AND GREATEST SUNDAY JOURNAL

"*THE OBSERVER* is at once the leading Sunday paper and the foremost weekly review. The last twenty years have seen a great many changes among English newspapers, some good and some bad. None of them has been more conspicuous than the steady progress of *THE OBSERVER* to a position unrivalled by its contemporaries. It has gained this by independence and patriotism, breadth and force. It has become the rallying-point of all who like to read honest opinion, and not dictated or machine-made views. All that *THE OBSERVER* prints is the outcome of knowledge and conviction. It flatters nobody. It studies no convenience but the public's, and it does not call even the public right when the public is wrong."

From "'The Observer'—its Book."

1791 **1926**

The Evening News

(LONDON)

NET DAILY SALE

802,515

LONDON, 9th January, 1926

WE CERTIFY that the average ***Net Daily Sale*** of "*THE EVENING NEWS*," after deducting all unsold and free copies whatsoever, for the year ended 31st December, 1925, was **802,515** and for each month of the year 1925 was as follows:—

January	771,684	July	830,737
February	732,167	August	811,834
March	795,220	September	803,291
April	864,353	October	813,778
May	885,921	November	785,177
June	863,922	December	662,683

(Signed) LEVER HONEYMAN & Co..
Chartered Accountants.
(Signed) E. LAYTON BENNETT SONS & Co.,
Chartered Accountants.

Weekly Dispatch

NET SALE

729,062

LONDON, 7th January, 1926.

WE CERTIFY that the average ***Net Weekly Sale*** of the *WEEKLY DISPATCH*, after deducting all unsold and free copies whatsoever, for the year ended 31st December, was as follows:—

January	687,793	July	701,554
February	701,371	August	695,516
March	702,179	September	681,225
April	701,062	October	680,394
May	711,296	November	727,308
June	695,475	December	729,062

(Signed) LEVER HONEYMAN & Co.,
Chartered Accountants.
(Signed) E. LAYTON BENNETT SONS & Co.,
Chartered Accountants.

Over One Million and Three-Quarters.

Daily Mail

NET DAILY SALE

1,756,321

LONDON, 6th January, 1926.

WE CERTIFY that the average ***Net Daily Sale*** of "*THE DAILY MAIL,*" after deducting all unsold and free copies whatsoever for the year ended 31st December, 1925, was as follows:—

January	**1,728,138**
February	**1,742,669**
March	**1,739,670**
April	**1,746,246**
May	**1,746,726**
June	**1,744,104**
July	**1,733,849**
August	**1,741,485**
September	**1,731,231**
October	**1,749,014**
November	**1,755,608**
December	**1,756,321**

(Signed) LEVER, HONEYMAN & Co.,
Chartered Accountants.

(Signed) E. LAYTON BENNETT, SONS & Co.,
Chartered Accountants.

Ad. News in Brief

Staff Changes and Appointments—Farewell Luncheon to Mr. W. Smith—L.N.E.R. Advertising Dinner—Opportunities for Commercial Artists to Visit Switzerland and Germany—Death of Mr. Richard Lee

Long Service.

Mr. E. J. Aplin has just completed twenty years' service with Wyman and Sons, Ltd., the well-known railway advertising contractors of Fetter Lane, E.C., He commenced his business career with Eyre and Spottiswoode, Ltd., and was with them when the first number of the *Sphere* made its appearance, leaving after a year or two to go over to the advertisement department of the *Belfast Newsletter* at their London offices. Mr. Aplin has, therefore, been engaged in the printing and advertising business in and around Fleet Street for nearly thirty years.



Mr. E. J. Aplin

In London

Mr. W. Smale has been appointed London representative of the *Derby Daily Telegraph* and the *Derby Reporter* in succession to the late Mr. A. H. Tomlin.

Mr. H. Smale is now also acting as London manager of the Scarborough Mercury Newspaper Co. and the Scarborough Post Newspaper Co.

Prudential Publicity

We understand that the publicity arrangements of the Prudential Assurance Co., Ltd., are being reorganised. Although no extension of the advertising appropriation is contemplated at present, a change in the form and planning of publicity is being experimented in. Mr. George H. Stokes, Editor of the *Prudential Bulletin*, has been appointed Controller of Publicity.

Farewell.

Some sixty Fleet Street men attended the complimentary luncheon to Mr. W. Smith at the Criterion Restaurant, London, on Friday. Mr. W. Smith, for long a familiar figure as the London Advertisement Manager of the *Englishman*, Calcutta, is leaving England shortly to join the *Cape Times* in South Africa. Mr. Andrew Milne presided at the luncheon, and on behalf of a number of friends presented Mr. Smith with a tantalus. The toast of Mr. and Mrs. Smith and family was proposed by Mr. W. T. Day, who paid a warm tribute to his *confrere*.

What People Said!

A novel and effective piece of promotion matter has been issued by Walter Pearce & Co., London and Bristol. The Principal, Mr. Walter Pearce, was for many years a director of Partridge & Love, Ltd., and last September he resigned his directorate and commenced his own agency business, taking over the entire Press advertising side of his old firm. The booklet just issued by Walter Pearce & Co. contains only reprints of letters received by Mr. Pearce from clients and others when the change-over was announced.

NEXT WEEK'S PAPER

Three Big Features in the next issue of the

ADVERTISER'S WEEKLY will be:—

Strengthening the Weak Link in the Selling Chain —By Cecil Chisholm

There Is Always a New Selling Idea—By Eric N. Simons

Co-operative Advertising for British Insurance Companies

AND

ALL REGULAR FEATURES

The late Mr. R. Lee

The death occurred on Sunday of Mr. Richard Lee, at the age of 65 years. He was for many years a prominent figure in advertising circles, and for the last two years he had been on the staff of the *Christian Herald*.

"M.P." Minstrels

The staff of the *Morning Post* gave a concert last Saturday at, and in aid of the *Morning Post* Embankment Home. Mr. Douglas Chappell as a "corner man" in "The M.P. All Black Minstrels" was one of the outstanding features of a most successful show.

A Disclaimer

Mr. Edgar Osborne, chairman and managing director of Osborne-Peacock Company, Ltd., advertising service agents, has no knowledge of, nor connection with, the Mr. E. Osborne of P. and A., Ltd., publishing the "Guide to Wembley and London," concerned in a liquidation case reported on another page.

Wedding Bells

Mr. Harry Woodyard and Miss Victoria Wheeler, both of Saward, Baker and Co., Ltd., were married on Monday. At the annual staff dinner of the agency last Friday they were presented with a canteen of cutlery from their colleagues.

L.P.E. Carnival

The London Press Exchange and Publicity Arts, Ltd., are holding a carnival dance at Prince's Galleries, on February 5.

A Break-down

Mr. E. Leigh Williams, representative for motor advertising in the *Daily Chronicle*, has had a nervous break-down of a serious nature, and he is now undergoing treatment in a nursing home. The doctors fear it will be some considerable period before Mr. Leigh Williams can resume his duties. Mr. S. Browning Moss has been appointed to take over his work.

Study Abroad

British commercial artists who would be interested in studying conditions in Germany are offered an opportunity to to take up positions and work in Dresden for a time. The scheme is sponsored by the "Werke Warte" of Dresden, and those who are interested should communicate with Mr. C. W. Frerk, the representative in London of the German Association of Advertising Men, at 57, Priory Avenue, London, E.17.

Mr. F. A. Marteau has received a request from one of the principal advertising agencies in Switzerland, to obtain "easel-room" for one of their artists in a London commercial studio—in exchange for similar facilities for one of the members of the London studio.

L.N.E.R. Dinner

The third annual dinner of the L.N.E.R. Advertising Department took place on Saturday at the Holborn Restaurant, Mr. W. M. Teasdale, advertising manager, presiding over a large gathering. As chairman he insisted on "no speeches" as the order of the evening. But this did not prevent the exchange of very cordial sentiments between himself and those present during an informal entertainment which afterwards took place, and to which several distinguished artistes contributed, including Mr. Nelson Keys and Miss Irene Russell, Mr. Fred Curtis, and Berkeley and Jeffrey.

Change of Address

Edgar C. Hart & Co. have removed to 10, London Street, E.C.3.



Children from the Winter Distress League who were entertained at the Samson Clark Building on January 2 by the Women's Advertising Club of London

In Farming, the Trade Paper is the Home Paper.

Wireless, Musical Instruments, Gramophones and Records.

Welcome in every home, in the farmer's home they are most welcome of all, as he and his family have to rely most upon home amusements.

This valuable market is completely covered by the

Farmer & Stock-Breeder
AND
AGRICULTURAL GAZETTE

The Trade Journal of England's greatest single industry, and read by practically every farmer of standing in the country.

Net Sales over 100,000 copies weekly.

£80 per page—approximately 4d. per inch per thousand.

Proprietors: MACDONALD & MARTIN, Ltd.,
Lennox House, Norfolk Street, Strand, London, W.C.2.

Get your Advertisement into more than 100,000 such homes each week.

GREAT DEVELOPMENT

TWO years ago "Mabs Fashions" was established. It has made triumphant progress and is now regarded as the premier smart popular fashion monthly in the Kingdom. Convenient in size, attractive in make-up, smart and exclusive in its designs, practical in the instructions given, beautifully produced and carrying a wealth of four-colour work, it at once became firmly rooted in popular favour. In the favourite months of the year its circulation approaches 200,000 per issue



The Mabs Group of FASHION MONTHLIES

Mabs Fashions - 6d.

Published on the 23rd of each month.

"Mabs" has a high reputation as a creator of smart fashions and an immense following. She is the fashion designer for hundreds of thousands of middle-class women who gratify their ambitions in dress and "Mabs Fashions" guides the monthly purchases of these women.

Rate £40 per page and pro rata
Facing matter £45 per page

Mabs Children's Fashions 6d.

Published on the 23rd of each month.

This fashion monthly is uniform with "Mabs Fashions" in size, shape, and in the fact that it has a centre section of designs printed in four colours, but it is devoted exclusively to the dress needs of the modern child. The designs are by Mabs, whose work made "Mabs Fashions" the premier popular fashion monthly of the country.

Rate £40 per page and pro rata
Facing matter £45 per page

Fashions for All - 6d.

Published on the 10th of each month.

Consecrated to women of comfortable means and good social position who seek guidance along the path of fashion. Their desire and power to spend liberally on themselves every month make them buyers. Mostly possessed of a husband, a home and family, their needs are wide and they are able to gratify them.

Rate £50 per page and pro rata
Facing matter £55 per page

Combined Rate for all three
£115 per page and pro rata
(Facing matter £130 per page)

Size of Page - 9 inches by 6 inches

W. B. ROBERTSON, Advertisement Manager,
The Fleetway House, Farringdon Street, London, E.C. 4

THE AMALGAMATED PRESS (1922) Lt

IN FASHION MONTHLIES

THE success of "Mabs Fashions" has been so pronounced that the publishers have arranged to produce the old favourite

"FASHIONS FOR ALL"

in a new size

Beginning with the April issue, "Fashions for All" will adopt the form and size of the popular "Mabs Fashions" and will also show designs in four colours—a feature that has made "Mabs Fashions" so popular. In its new form, the rate for space will be

Reduced from £60 per page to £50 per page
(Facing matter positions reduced from £70 to £55 per page)

The first issue in the new form—dated April—will be on sale on March 10th and will close for press on February 10th.

At the same time

A NEW FASHION MONTHLY

will be established:

"MABS CHILDREN'S FASHIONS"

Also similar in size, make-up and colour-work to "Mabs Fashions." It will carry the Mabs note into the sphere of children's clothing. The designs will be by Mabs, whose work has made "Mabs Fashions" premier in the field of fashion monthlies.

Rate for space £40 per page and pro rata
(Facing matter positions £45 per page and pro rata)

THE FLEETWAY HOUSE, LONDON, E.C. 4



The happy scene at the Publicity Club of London's Gala on Friday. (*See page 112*)

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

Cost of Photogravure

Sir,—May I join issue with my friend Mr. J. R. Riddell, Principal of the London School of Printing, when he speaks about cost of photogravure as against offset and letterpress. I take it he is concerned particularly with colour.

I think Mr. Riddell would be much nearer the mark if he were to say that colour photogravure may cost from 10-20 per cent. more than colour block work. To suggest that it is 100 per cent. dearer is entirely wrong. The best evidence of this is a statement which is made in your own paper that the *Illustrated London News* from March onward are prepared to take advertisements in their papers printed in colour gravure at the same rates as ordinary three-colour process work.

I feel sure, therefore, neither you nor Mr. Riddell would have objection to my calling attention to what appears to be a slip. I may say that many of the foreign workers in photogravure hold that it is very much cheaper than three-colour process work.

DAVID GREENHILL,
General Manager.
The Sun Engraving Co., Ltd.,

Advertising that "Unsells"

Sir,—Mr. Thomas Russell takes me to task for my approval of what he terms the "unselling" point in the Urney Chocolate advertising dealt with in your issue of January 1. But Mr. Russell, though a confirmed opponent of "negative" advertising, is uneasily conscious that his theory is not wholly tenable. Hence, like a wise general he endeavours to anticipate the attack by expressing the opinion that his objection may be open to the risk of "the usual chuckling retort." Mr. Russell's knowledge of advertising has stood him in good stead. His fear is justified. The Urney advertising *has* paid. It has produced results out of comparison to the results achieved by the sustained "positive" advertising which preceded it. The negative has succeeded where the positive failed. The "unselling" point has sold more than the "selling" one. The paradox is complete.

I am not to be taken as suggesting that negative copy is always better than positive. Of course it is not. But there are occasions when it can be more effective, and the Urney advertising is a case in point. Negative advertising, if it is used at all, needs to be handled with extreme caution. It was, I think, so handled in the Urney advertising, and while the sales of Urney chocolates went up encouragingly, I do not believe that this advertising had the slightest restrictive effect on the market as a whole. Theories have their value, but the sales curve is the more reliable index.

BRIAN D. O'KENNEDY,
Vice-Principal,
Kenny's Advertising Agency.

Newspaper Pictures

Sir,—The point raised by Mr. W. M. Woodgate, of Hudson Essex Motors, Ltd., is one that must have exercised the minds of a number of advertisers at some time or other. There is no doubt that the picture pages in the daily Press are as a rule excellently produced, and it frequently comes as a shock to find the half tone of one's advertisement much below the picture page standard.

The reason is, I believe, due to the fact that the picture page is specially prepared, in some cases by underlaying and "bumping." More pressure can be applied to a picture page than to a page of ordinary type matter, and extra care is taken in the machine room to secure better distribution of ink. It must be remembered, too, that the subjects on picture pages are carefully chosen to give greater contrast.

One way of securing better results would be for advertisers to furnish original half tone blocks to the newspapers and not electros. The question of screen is also most important; nothing finer than 60 should be used for general newspaper reproduction.

The newspapers themselves could help advertisers by indicating the suitability or otherwise of blocks supplied for reproduction. Advertisers' announcements are sometimes rejected on the ground that the copy does not conform to the standard set up by the papers. By the same token the newspapers might be equally solicitous in ensuring good block reproduction, and this can be obtained by advertisers being made fully conversant with the mechanical requirements of the various newspapers.

A. P. AMBLER,
Manager, Service Department,
Dorland Agency, Limited.

Poster Preservation

"Advice to schoolboys and others—admire our pictures, don't deface them." This is the phraseology of a printed notice which the Great Western Railway are affixing to their pictorial posters. A trial indicates that its effect has been even more marked than the threat of prosecution.

KEY A SPACE IN THE
EMPIRE NEWS
The Mail-Order Medium that pulls-and pulls-and pulls

'GARGE' goes to the pump regularly each morning. Just as regularly he pours water into the top of that pump to make it work. If 'Garge' were a philosopher he would tell you that this action of his had its counterpart in advertising. The publicity pump needs lubricating. He might also tell you that champagne would prove no more effective a lubricant than water.

And you, being a philosopher, would draw significant inferences from his remarks. Obviously you must put money into advertising to set the publicity pump working. And, moreover, if it be "the village pump," an efficient lubricant will cost no more than £1 per single column inch.

For that rate the World's Pictorial News, with its unique rural distribution, gives you a circulation amongst the families who dwell in rural and small industrial areas—otherwise un-get-at-able regions. A copious and unexploited market.

THE WORLD'S PICTORIAL NEWS

The Paper that's Published on Pay-day

ALLIED NEWSPAPERS LIMITED, TALLIS STREET, LONDON, E.C.4, & WITHY GROVE, MANCHESTER

The Knot in the handkerchief

Like a knot in a handkerchief a good poster is a great reminder. It says little, but does much to recall the argument published in other ways.

A spur for the memory

No poster can carry much information: neither can the knot. What the poster does is to spur the memory of people who have already formed the intention of buying the product advertised. It drives people into the shops—and near the shops it must itself be placed.

The forefront of the Battle

It is Sheldons' experience—three generations of it—which makes the buying of positions in the forefront of the battle at advantageous rates part of their special service. Sheldons are acquainted with every hoarding in England—they *know* how to pick the best.

Sheldons Ltd

SERVICE ADVERTISING
PRESS AND POSTER

LEEDS

Established 1840.

"Britain Leads"

Optimism the Keynote of Saward, Baker Staff Dinner



The scene at the Saward, Baker staff dinner

"WE still lead the world in finance and commerce," declared Mr. H. G. Saward, managing director of Saward, Baker & Co., Limited, at the annual dinner to the staff of that organisation, held in the Holborn Restaurant on Friday last. It was the keynote of a thoroughly optimistic speech.

"During 1925," continued Mr. Saward, "the country probably reached the bottom so far as bad trade is concerned, but to-day we are again second to none in the essential things of trade, not even excluding America.

"The British grouse—the Britisher always has a grouse and always will—has had a definite psychological effect upon our export trade. World conditions after the war were such that our export trade could not help feeling an adverse effect. The British grouse aggravated that effect, but the solidity and excellence of British products survived the British grouse, until we have every reason for looking to 1926 as a year of unparalleled opportunity for this country.

About their own concern, Mr. Saward said that their experience had, roughly speaking, been paralleled in other British institutions. 1925 had seen them going ahead, and there were solid reasons for his stating that 1926 would justify the optimistic attitude that had been voiced up and down the country at public meetings and in the Press by their directors.

The whole organisation had been at the back of those directors who had preached the eternal spirit of optimism to the manufacturers of this country. They, and all those who had stood firm in their belief in the efficacy of British institutions, were bound to receive their reward.

The dinner was enlivened by a number of humorous speeches by heads of various departments—Mr. Jarvis, Mr. L. Saward, Mr. Brookman, Mr. Millichamp, Mr. Davis, Mr. Larkins and Mr. Butler.

Sly references to the idiosyncrasies of various members of the organisation were received with much amusement, and the general consensus of opinion that the directorate might take an extended holiday was also warmly received. The comments, if anything, added to the pleasure of the dance which followed.

Truth Defeats Pessimism

Facts About Lancashire Trade

From Our Manchester Correspondent

SPEAKING at the annual dinner of the Manchester and District Branch of the Chartered Institute of Secretaries, Sir Edwin Stockton said that although trade had still many difficulties to overcome he believed things were steadily, if slowly, improving. It was time to end the habit of self-depreciation which had become so prevalent in this country. Things were only made worse by persistently saying they were going to be worse.

Cotton Spinning Industry

Trade had never been so bad as many people tried to make out, Sir Edwin said. Taking the example of the cotton spinning industry, which was supposed to be in such a bad way, it was not so bad to note that the official returns of 312 cotton spinning mills showed that over 50 per cent. of them had paid average dividends of 8 per cent. on the called-up capital in 1925. He believed the corner had been turned and that ir a push were made in the right direction a really satisfactory recovery would be secured.

In connection with Sir Edwin's remarks it is interesting to note that last year's banking returns for Manchester were second only to those of the boom year, while the latest Board of Trade returns show that the trade of the Port of Manchester increased by over £20,000,000 on the previous returns.

The export of cotton piece goods had increased by 85 million yards, valued at £3,600,000.

A NEW DEVICE

An Automatic Changing Poster is a fair description of an ingenious new device which is now on the market.

It consists of a fixed number of frames of a uniform size, each frame being capable of displaying any one of forty-four letters, numerals or punctuation marks.

No lights are needed on the sign in daylight, and at night it can be "flooded" like any other hoarding. The letters are shown in clear block letters and all the letters change automatically in one movement from the first announcement to the next. The time taken in changing is three seconds, and the announcements are controlled behind the frames by one machine fitted with a punched roll like a pianola roll.

Each frame contains a series of shutters, superimposed, and an electrically controlled device picks out the necessary shutters to be moved for the formation of each letter. Only one motor of 5 h.p. is required to work all the frames.

GOOD 'IDEAS'

for Competitions

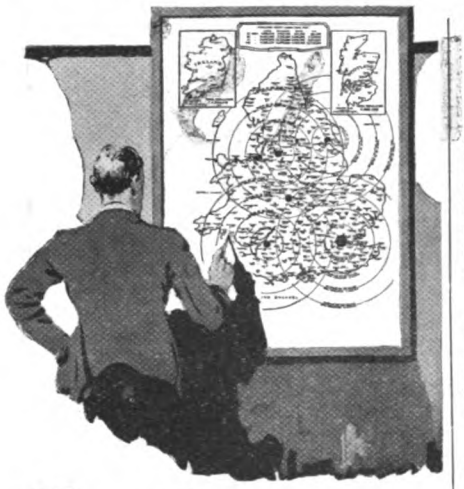
RUN a Competition in "Ideas." It gives you no trouble at all. We offer you a whole page advertisement in "Ideas," embodying an interesting competition built around your name and goods. We will devise the competition, supply all the necessary drawings and blocks, and also prizes covering 47 Cash Awards ranging from £5 to 2/6. We will attend to the adjudication, the despatch of prizes and all the incidental and clerical work involved. And the inclusive charge for this is but **£60**





Here are two typical advertisers' Competitions, selected from those which have appeared in "Ideas." Note the ingenious way in which the important selling points are impressed on the mind of the reader.

ALLIED NEWSPAPERS LIMITED, TALLIS HOUSE, E.C.4
and WITHY GROVE, MANCHESTER



There's the Information I want –

right at my very finger tips-

The population of all the principal towns in the British Isles.

The populations of the four great divisions of England—centred at London, Manchester, Hull and Bristol.

The various populations within radii of 25, 50, 75 and 100 miles of those centres.

Have these figures at your finger-tips. A Dorland Zone and Population Map in your office will make for better distribution of your advertisement appropriation.

Price, unmounted, 1s. 3d.; mounted, 4s. 6d. post free.

Obtainable from
The Dorland Agency, Ltd.,
Dorland House, 14, Regent Street,
London, S.W.1.

DORLAND
ZONE
and
POPULATION
MAP

WANTED

By young, well-established rapidly developing agency,

GOOD JUNIOR IDEAS AND COPY MAN.

Excellent opportunity offered to young man with a ready brain and pencil.

Reply in confidence, stating full details as to experience, age and salary.

"Y" BOX 996, "AD. WEEKLY."

Publication Notes and News

"The Daily Mail"

The net daily sale of the *Daily Mail* during December, 1925, averaged 1,756,321, this figure being the highest for the year. The January, 1925, figures were 1,728,138, and the one million and three-quarters mark was exceeded in November.

"Evening News"

The average net daily sale of the *Evening News*, London, for the year ended December 31, 1925, was 802,515, as is shown by the chartered accountants' certificate just issued.

"Largest Ever"

Mr. T. Chipchase, advertisement manager of the *Hull Daily Mail*, points out that that paper issued a 24-page paper on June 26, 1914, and that consequently the claim of the *Hull Evening News* on its front page on December 21 last that "this issue is the largest evening paper ever printed in Hull" is mistaken.

"Furnishings"

An attractive new trade monthly is *Furnishings*, the first number of which is just published by W. B. Tattersall, Ltd. It is well edited and has received an excellent amount of support from advertisers, who will probably appreciate the good standard of production.

At the Schoolboys' Exhibition

Among the many attractions at the Schoolboys' Exhibition was the *Boy's Own Paper*, which ran a novel competition inviting visitors to judge the six most attractive stalls. Another feature was an invitation to readers into the "Editor's Den," where they were cordially received by the Editor.

Artificial Silk Exhibition

Considerable interest is being taken in the Artificial Silk Exhibition which is being promoted by the *Drapers' Organiser* at Holland Park Hall, London, April 19-24. The exhibition, which will be all British, will be open to the public on the final day. Mannequin parades and bright displays will be daily features. The date coincides with the second week of the Drapery Exhibition at the Agricultural Hall.

Newsboys Entertained

The proprietors of the *Yorkshire Telegraph and Star* entertained about 1,500 Sheffield street sellers on Tuesday, Wednesday and Thursday nights last week at three different Salvation Army Citadels in Sheffield. In each case tea was followed by a concert, and on Tuesday the Lord Mayor of Sheffield spoke to the boys and girls.

London and Home Counties

At a meeting of the proprietors of some prominent local newspapers in London and the Home Counties, held at Anderton's Hotel, Fleet Street, on Monday, it was unanimously decided to combine for the purpose of advertising.

Mr. S. L. Soester (*Fulham Gazette* and Series) presided, and after a long discussion it was decided to proceed with the formation of the combine and a Committee was appointed to go into the details and report to a meeting to be held at Anderton's Hotel on January 25.

Mr. S. L. Soester was elected Chairman (*pro tem.*) and Mr. Cedric Beacon, Secretary (*pro tem.*). Until premises have been secured in Fleet Street, all communications may be addressed to Gazette Buildings, 565, Fulham Road, S.W. 6.

"Buy British Goods"

The *Daily Express* is distributing throughout the country a "Buy British Goods" window bill. It graphically depicts factories in activity, and is the production of William Popper & Co.

Progress

The first issue of *East Africa*, published in January, 1925, numbered 24 pages, with seven pages of advertisements. The issue of January 7 this year consists of 44 pages, 26 of advertisements, representing an excellent year's progress.

Advance Booking

More than 85 per cent. of the total space available for advertising in *Punch* during 1926 is already sold.

"The Way Into"

"The way to as distinct from the way into the fastness of Lancashire" is dealt with in an intriguing new Allied Newspapers folder. Anyone can go to Lancashire, but an introduction is necessary if all possible good is to come of a business visit is the moral neatly drawn.

Positions and Prices

"What is your Position?" is the title of an attractive booklet just issued by the *Westminster Gazette*. The body of the booklet comprises a miniature dummy copy of the paper with the advertising positions and their prices marked.

Another "Flaming Tattoo"

A *Whitby Gazette* "Pye"—or pie supper—was held on Saturday. Hilarity was added to the happy occasion by the presentation with the menu of a "Flaming *Whitby Gazette* Tattoo," the inspiration for which Mr. W. Mackenzie Horne gracefully acknowledges to the WEEKLY'S Christmas Number.

Doubled

Compared with the corresponding week of last year the amount of advertising in Saturday's *Illustrated Leicester Chronicle* was doubled. A number of advertisements had to be omitted.

Textile rades Review

With their issue of January 2 the proprietors of the *Oldham Chronicle* issued a Textile Trades Review (1925) 24-page supplement, giving a survey of commerce during the past year.

64-Page Free Supplement

A comprehensive and authoritative trade review of 1925 was published with the *Yorkshire Observer*, Bradford, on January 4. The review comprised 64 pages, so that the issue for that day was 78 pages for twopence.

From Ceylon

The *Times of Ceylon* Annual for 1925 is just published, containing some excellent literary and pictorial features. This, its 22nd issue, is improved by the inclusion of some mounted coloured plates. British advertising predominates.

Trade in 1925

A number of eminent business men and economists, besides the well-informed trade correspondents of the newspaper itself, have contributed to the 56-page Trade Review published by the *Yorkshire Post*. Mr. A. M. Samuel, Parliamentary Secretary of the Overseas Trade Department, has written the opening article on "The New Year's Industrial Outlook," the keynote of which is confidence.

If you have something which can stand the acid test of familiarity, which can breed respect and not contempt, talk about it simply and with dignity

IN

The Daily Telegraph

The paper in which Truth, Sincerity and Conviction are recognised

H. G. REEVES,
Advertisement Manager.

138, Fleet St.,
London, E.C.4

The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

STATUTORY FIRST MEETING

P. & A. Ltd., 158-162, Oxford Street, W.1.—Statutory first meetings of creditors and contributories of above-named company were held on January 7 at the offices of the Board of Trade, Carey Street, W.C.

Mr. E. T. A. Phillips (Official Receiver) said that according to statements made by Mr. E. Osborne (managing director) he was approached in April, 1924, by one George Clarke to print a guide to Wembley and London, which Clarke stated he was going to sell partly for the benefit of the London Hospital. Osborne agreed to have the guides printed on the understanding that Clarke would pay out of the profits the cost of the printing, plus 10 per cent., and the company was promoted with the primary object of carrying out the arrangement with Clarke.

In August, 1924, the company placed the order for printing 150,000 copies of the guide with a Birmingham company who now rank as unsecured creditors for £2,063. They state that 153,392 guides were delivered to the company, of which it appeared that 36,000 were handed over to Clarke for disposal. According to Osborne, although Clarke received some £400 in respect of those 36,000 copies, he paid nothing to the company. Arrangements were made between the London Hospital and the company, or some persons representing them, to have a facsimile letter bearing the signature of Lord Knutsford, chairman of the hospital, in each guide, and a notice to the effect that the guides were being sold in aid of the hospital was printed on the covers, and it was arranged that 25 per cent. of the gross profits on the sales were to go to the hospital. On numerous occasions cheques for payment of the guides were drawn in favour of the hospital, which cheques were forwarded to the hospital for endorsement and return. The hospital, which received nothing, eventually became dissatisfied with the company's methods, and with a view to obtaining payment for part of what was due, they had retained cheques to the value of £66 in all.

The Official Receiver said he would report the facts to the proper authorities.

APPOINTMENT OF LIQUIDATOR

Collett's Publicity Service, Ltd., Evelyn House, 62, Oxford Street, London (00417 of 1925). Liquidator: A. G. White, 14, Old Jewry Chambers, E.C.2. Appointment dated December 17, 1925.

NEW COMPANIES

[*Compiled for the* ADVERTISER'S WEEKLY *by the Information Bureau, Ltd., 140, Strand, W.C. 2.*]

Winter Thomas Co. (1926), Ltd. (210,891).—Private company. Registered January 4. Capital £10,000 in £1 shares. Objects:—To adopt an agreement with R. Winter Thomas, and to carry on the business of advertising contractors and agents, printers, engravers, publishers, etc. The directors are:—R. Winter Thomas, R. G. Pye, S. J. C. Chipperfield. Solicitors:—Richards & Butler, Holland House, Bury Street, E.C.3.

Cosmos Studios, Ltd. (13,948).—Private company. Registered in Edinburgh, January 5. Capital £1,000 in £1 shares. Objects:—To carry on the business of advertising contractors, publicity agents, publishers, photographers, etc. Registered office:—150, Coburg Street, Glasgow.

General Advertising Company of London, Ltd. (210,955).—Private company. Registered January 7. Capital £100 in 1s. shares. Objects:—To carry on the business of advertising agents and contractors for advertisements of all kinds, billposters, printers, stationers, lithographers, etc. The directors are:—M. Keating, P. W. H. Horner. Registered office:—1, Staple Inn, High Holborn, W.C.1.

International Advertising Company, Ltd. (210,917).—Private company. Registered January 5. Capital £2,000 in 1,000 10 per cent. participating preference and 1,000 ordinary shares of £1 each. Objects:—To acquire from P. J. Christby, of Bank Chambers, High Holborn, the business of advertising, agents. The first directors are:—P. J. Christby, K. S. Roberts. Registered office:—Bank Chambers, 329, High Holborn, W.C.1.

Independent Press, Ltd. (210,002).—Private company. Registered January 8. Capital £15,000 in £1 shares. To acquire the publishing and printing undertaking heretofore carried on by the Congregational Union of England and Wales (Incorporated). Registered office: Memorial Hall, Farringdon Street, E.C.

ARITHMETIC'S OPEN ARGUMENT

We Broadcast Figures and not mere Phrases

"Our circulation is . . . . " "Something like so many copies." Even the Provinces may sometimes add to the rumours of Fleet Street by such vague phrases.

The *Yorkshire Evening NEWS* prefers the candour of the Chartered Accountant, the argument of certified arithmetic, the statement of ***Net Sales.***

NET SALES OVER

140,000

COPIES DAILY.

Messrs. Lee & Whitfield, Chartered Accountants, 17, East Parade, Leeds, under date September 16th, 1925, certified that for the four months ending August 30th, 1925, the average daily issue of the "Yorkshire Evening News," entirely exclusive of forenoon Sporting Editions, was 159,020 copies, from which the average daily "returns" amounting to 18,476 are to be deducted.

Mr. F. E. Cook, Yorkshire Evening NEWS, Trinity Street, Leeds, is the Director of Advertising. The London Offices of the Yorkshire Evening NEWS are at 150, Fleet Street, E.C.4.

BURNDEPT
WIRELESS LIMITED

Manufacturers of Wireless Apparatus

DIRECTORS: THE LORD LURGAN, W.W.BURNHAM, J.S.CLOSE, SIR G.C.HAMILTON, J.E.MONINS, F.PHILLIPS, C.F.TRIPPE.

HEAD OFFICE:
ALDINE HOUSE, BEDFORD STREET, STRAND, W.C.2.
TELEGRAMS: BURNDEPT, WESTRAND, LONDON.
TELEPHONE: GERRARD 8072.
(PRIVATE BRANCH EXCHANGE).

WORKS:
AERIAL & EASTNOR, BLACKHEATH, S.E.3
TELEGRAMS: BURNACOIL, PHONE, LONDON.
TELEPHONE: LEE GREEN 2100.
(PRIVATE BRANCH EXCHANGE).

ALDINE HOUSE, BEDFORD STREET.
STRAND, LONDON, W.C.2.

EGL/FP.

OUR REF. _____

YOUR REF. _____

BRANCHES:
BELFAST, BIRMINGHAM, BRIGHTON, BRISTOL, CARDIFF, EXETER, GLASGOW, LEEDS, LIVERPOOL, MANCHESTER, NEWCASTLE, NORTHAMPTON, NOTTINGHAM.
ASSOCIATED COMPANIES & AGENTS ALL OVER THE WORLD.

The Advertising Manager.,
"The Daily Mail",
Carmelite House,
E.C.4.

7th January 1926.

Dear Sir,

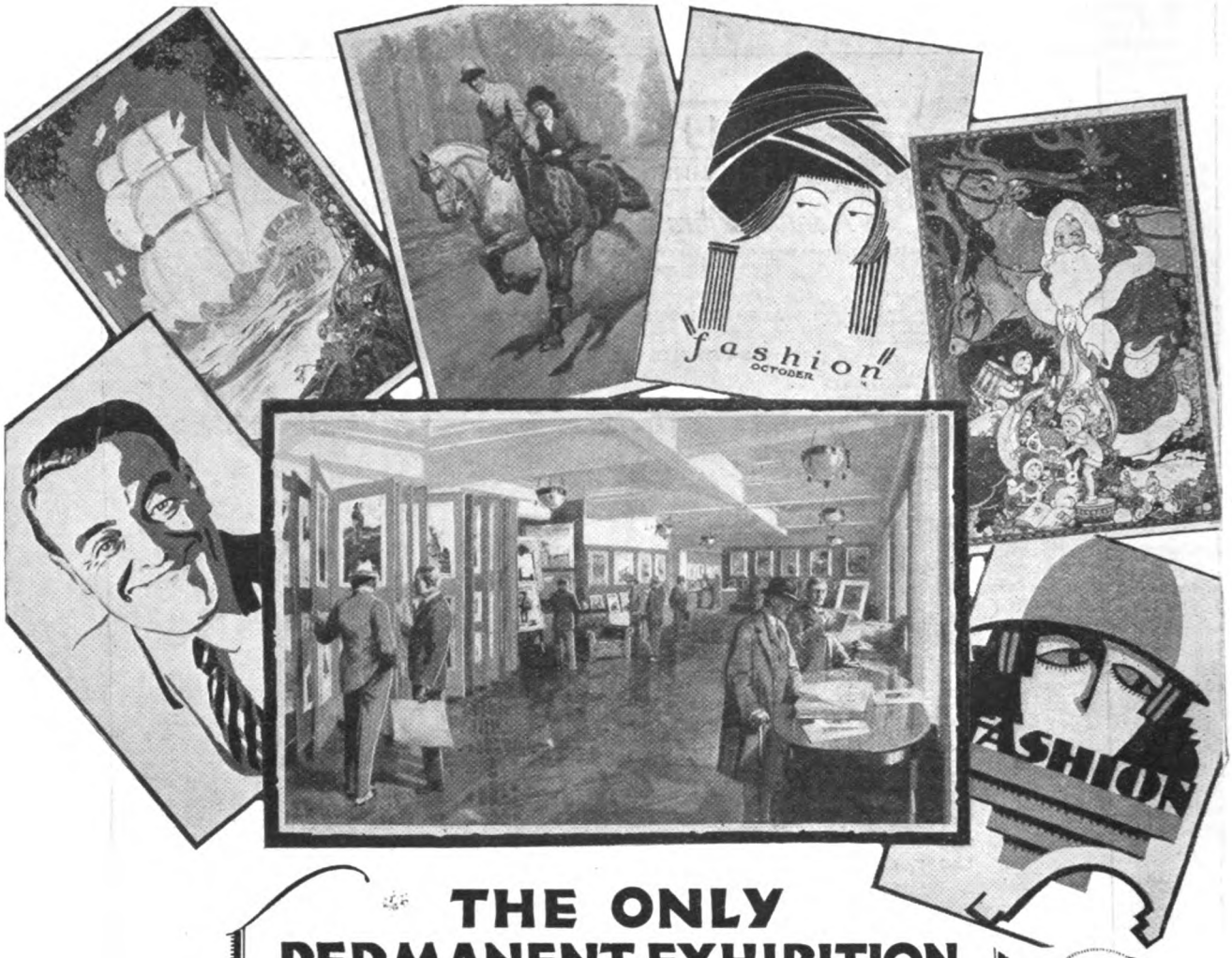
You may be interested to know that six weeks after the appearance on October 17th last of our page advertisement in the "Daily Mail", our Subsidiary Company at Sydney, N.S.W. received an enquiry directly traceable to your journal, from a gentleman who owns an aerated water and ice factory at Carnarvon, W.A., a place 600 miles from the nearest broadcast station.

We think this enquiry is striking proof of the effective distribution of your extensively circulated journal.

Yours faithfully,

BURNDEPT WIRELESS LTD.

E. Graham Lomas
Advertising Manager.



THE ONLY PERMANENT EXHIBITION of ADVERTISING ART in GREAT BRITAIN

CARLTON GALLERY is the only place in this or any other country where Advertisers can see without charge upward of 1,000 original drawings and paintings each one of which is instantly available for purposes of Advertisement illustration. It is, moreover, an Exhibition that changes constantly, new subjects being always added; the pictures ranging from Line Drawings for the illustration of press advertisements to designs suitable for Showcards, Posters, Catalogue Covers, etc., etc. When next you desire a new note in your Advertising visit.



The CARLTON GALLERIES

Carlton House, Gt. Queen St.
KINGSWAY, LONDON, W.C.2



You will find CARLTON charges the lowest obtainable for anything approaching the same quality of work. May we give you an estimate in advance to prove this?

CARLTON STUDIO
Carlton House, Gt. Queen St.,
KINGSWAY, LONDON, W.C.2

HAND-DRAWN LETTERING

in your announcement will deliver the "big punch" most effectively - - -

Send for our chart which is a valuable reference and contains many specimens of this work - - -

We are at your service whenever you need distinctive hand drawn lettering - - -

EA Studio
Russell Chambers
COVENT GARDEN
London WC2 Regent 6426

CAPABLE REPRESENTATIVE
required for
NATIONAL DAILY NEWSPAPER

Preferably one with good connection amongst Mail Order advertisers. Replies should give full particulars of experience and salary required. Apply

BOX G
V. PETHICK—ADVERTISING
184, Fleet St., London, E.C.4.

LIVE Men and Women connected with ADVERTISING should undoubtedly join the

Publicity Club of London

President: The Right Hon. The Lord Mayor of London

Subscription: One Guinea per annum

Full particulars on application to the Hon. Secretary: The Publicity Club of London, 112, New Oxford Street, W.C.1. 'Phone: Museum 9583.

Specimen copy of the Club's Quarterly, "PUBLICITY," 2/6 post free.

Hand-Written, not Hand-"Painted" Posters

By A. Phillips

IT is quite evident that page 31 of the Poster Supplement in the ADVERTISER'S WEEKLY for January 1, 1926, aroused a healthy interest, and must convince those who are sceptical regarding the importance of the hand-written poster. And, whilst to some minds it may be a "Distinction without a difference," I seek consideration of the hand-written (with signwriters' inks) and not the hand-painted (with oils) posters.

No one will doubt the attractive and artistic merit of the *painted* Army Club, B.D.V., etc., posters, but in sharp contrast to this, there should be no unequal comparisons, if a true idea of the selling value, "goodness" or "badness" of the hand-*written* poster is to be formed. The reproductions of two hand-*painted* posters, and hand-drawn lettering, on page 47 of last week's issue are naturally of the very high standard one would expect to see issued by the advertisers concerned, and the firms responsible for their interpretation. But, from a purely cost standard would they be considered cheap? Doubtless, the authors of same would answer with an emphatic "yes," because these one commodity posters appeal to the majority of the British community all the year round. Thus by their long life of "reminder appeal" and utility, their initial cost reaches a very low weekly average. This is a point certainly in favour of the painted poster, until you come to consider their suitability for the multiple retail shops, and particularly retail co-operative societies, who might reasonably be termed "Universal Providers," catering as they do for practically all human wants, yet each area of activity being confined to and controlled from the centre of that area.

Speed Essential

The poster messages of this type of selling organisation must keep pace with the times. The latest offers in the numerous popular lines must be announced immediately, in quick succession, if the real advantage of local solus poster stations are to render greatest selling service to the universal provider. The fierce competition of the "copiers" of pioneers' advertisements, compels a speedy change of message and up-to-dateness. Thus the hand-*painted* poster would be an expensive substitute for its lithographic counterpart, considering the short life that can be allowed to the universal providers' posters.

It was this fact that prompted the suggestion that there is a good opening *in the North* for a commercial-artist poster writer, and when using the word "cheap," disparagement of what has already been done was my farthest thought. This little word was used in the sense of the opposite to "dear" in point of cost, not in the "cheap and nasty" sense. It reminds one so much of that excellent poem "Not Understood," that our thanks are more than due to the ADVERTISER'S WEEKLY for their broad-minded spirit and progressive policy in permitting the introduction of the discussion of this newer aspect of publicity work, in order that we may all be better informed on what is possible and desirable within the scope of posters, printed, painted, or written by means of the sign-writers' brush.

I sincerely hope that the enthusiasm which this subject appears to have roused will lead to the producers of written and painted posters taking up advertising space not only in the ADVERTISER'S WEEKLY, but in the provincial and local papers to let such as myself know what they can get in this line, and where it can be had. A dose of their own medicine taken by them would help us all.

Other Methods

Mr. James Bleakley (Greenhalgh & Bleakley, Ltd.) writes:—

"During the recent Christmas season we have had 48-D.C. hand-painted posters out for four large local advertisers, and we are enclosing herewith the rough sketches from which we painted the 48-D.C. posters. It is unfortunate that the posters had been covered out before the article appeared, thus preventing our sending you photographs of the finished job, but each of the advertisers will confirm the statement that the finished posters were in every respect perfect enlargements of the sketches enclosed.

"This work can be done at as low a price as 17s. 6d. each 48-D.C. for half-dozen lots, and lower still for larger quantities."

* * *

Mr. C. Smethurst, Publicity Director of the Manchester and Salford Equitable Co-operative Society, Ltd., writes:—

"I would like to point out that the above society—since the inauguration by me of its Publicity Department over four years ago—has been a regular user of hand-written posters, and with distinct success. We occupy 75 'solus' positions in Manchester and suburbs, and every six or eight weeks these are changed with bills of a seasonable or topical nature.

"The majority of our sites take a 16-sheet D.C. bill, whilst the largest size we have displayed is the 30-sheet D.C.

"The following trade figures, experienced during a period of severe trade depression, are given for your information:

	Membership.	Annual Trade.
4½ years ago on formation of Society's Publicity Dept...	28,000	£1,000,000
To-day's figures ..	44,000	£1,500,000

"In quoting the above prosperity, I ought to mention that in our campaign we have adopted every modern method of publicity and not confined ourselves to displays of hand-written posters, though the latter method of advertising is certainly very effective, and is one we are not likely to depart from."

* * *

Mr. Frank Keyes, the Studio Manager of "C.A." writes:—

"The examples of showcards and posters in colour we have sent are produced by an air-brush process and seem to carry the exploitation of this method a little further than we have yet seen elsewhere, while giving hint of further possibilities.

"We had in view the reproduction of exclusive pictorial designs in small numbers at a cost sufficiently moderate to attract both the small retailer and the large firm requiring only a few copies of each design at a smaller cost, per copy,

than would be possible if the drawings were reproduced by the usual processes of lithography, etc.

"To this end we experimented with airbrush stencils and find it possible to reproduce almost any design executed in flat colours by making a stencil for each colour.

"There are several technical difficulties, such as the accurate register of the colours and the arrangement of "ties," but when the stencils are once made, the rest is a fairly easy and rapid process.

"A stencil is also made for the lettering when more than twenty copies are required, otherwise this is lettered by hand in the ordinary way. Any kind of paper or cardboard can be used for the design, as the process works quite well on any surface."



A poster produced by stencil and aerograph, a system suggested for the production of small quantities

The above design, sent to the WEEKLY by the "C.A." Studio, is an experiment in the production of pictorial posters by a series of airbrush stencils, any desired wording afterwards being added by hand.

To the small advertiser requiring only a few copies of an exclusive design, the system has considerable attraction, for a dozen of the posters could be supplied complete with lettering for about £2 10s.

Advertising and Religion

"The Church must advertise," declared the Rev. J. Lockhart, President of the Primitive Methodist Conference, speaking at Northampton. Men were attempting to moralise in advertisements. They were laying down the ethics of advertising and had reached four final rules: The article must be the best of its kind; it must fill a real need adequately; be presented in its best form; and be worth the price charged.

When advertising conformed to those rules it was a great ethical movement.



BEGIN The New Year WELL

Whether you require typesetting, stereotyping, or the printing of a complete advertising campaign, we are in a position to carry it through for you with speed and economy. We have an organization planned and run by people who know their work and are thoroughly acquainted with the requirements of the present-day Advertiser and his Agent.

Now is the time to take advantage of the prompt, efficient and satisfactory Service offered by The House of C. & E. Layton; by so doing you will begin the New Year well.

May we send you our new book showing the large range of type faces we stock specially suited for the setting of your high class advertisements?

C·&·E·LAYTON

56 FARRINGDON ST.
LONDON - E.C. 4

Telephone : Central 3948

Set in one of our types *Verona Italic*

CLUB NOTES AND NEWS

What's On

The following club meetings have been arranged for the coming week :—

London, Hotel Cecil, 7 p.m., Monday, Mr. William Morris and Mr. Collingwood Hughes, "The relation of the monomark to advertising."

Aldwych, Connaught Rooms, W.C., 6.30 p.m. to-day (Friday), annual cabaret.

Regent, Slater's, 393, Strand, W.C., 7.30 p.m., to-day (Friday), whist drive.

Manchester, Midland Hotel, 1 p.m., Tuesday, Mr. J. Andrews, "Modern salesmanship."

Leeds, Queen's Hotel, 7.30 p.m., Friday (January 22), Dr. Ruston, "Can salesmanship help the farmer ?"

British Association of Display Men, National Cash Register Office, Tottenham Court Road, 7.30 p.m., Thursday, Mr. W. S. Crawford.

Dundee Business Club, Draffen & Jarvie's Restaurant, 6.45 p.m. (dinner), Tuesday, Sir Samuel Chapman.

South Africa—An Editor's Impressions of Australia

Some interesting impressions of Australia were given by Mr. B. K. Long, Editor of the *Cape Times*, who was the principal guest and speaker at the Publicity Club luncheon meeting on December 22. Mr. Long was one of the Press delegates who represented South Africa at the Empire Press Union Conference recently held in Australia.

Mr. R. Allister presided, and other prominent guests at the luncheon were Mr. H. E. Turner (secretary of the Empire Press Union), and Mr. U. Sargent, who also participated in the Conference. Mr. Joubert Brunt, who shortly takes up his new appointment as Secretary to the High Commissioner for South Africa in London, was also present.

"How do you like the little island ?" was a question, said Mr. Long, that a number of people had asked him. Australia certainly was an island, but it was also a continent with an area larger than that of the United States of America. Australia's remoteness was probably the thought that impressed many people in other parts of the world, but to those who had travelled through the huge continent, as members of the Press Union had done, it was the enormous size of the place that remained as the outstanding impression.

Dundee—Duchess of Atholl on Women in Industry

The Duchess of Atholl addressed a meeting convened by the Dundee Business Club on Friday evening, on the subject of woman's place in industry. Lord Provost High presided.

The Duchess pointed out that co-operation between men and women in business had been steadily extending during the last generation. If this co-operation could be yet more widely extended to the more responsible grades of industry and commerce, great benefits would accrue to business and to the workers.

Her Grace was thanked for her visit on the motion of Mr. John Sinclair, and the services of Lord Provost High were acknowledged on the motion of Mr. J. Leslie Shepherd.

London—Gala Night Breaks all Records.

It was a great occasion, the Publicity Club of London gala on Friday evening. The fun began with the reading of the humorous programmes and lists of gifts and continued without a moment's abatement to the early hours of Saturday. Over 500 members and guests crowded the Grand Hall at the Hotel Cecil. Elaborate paper hats and favours—to say nothing of generous samples of popular advertised cigarettes and chocolates—were distributed to all the guests, and the house rose to the waiters when, rushing in with the sweets, they wore grotesque false noses, "horn rimmed spectacles" and tiny straw hats.

"No speeches," was the order of the night, but when the Chairman, Mr. Andrew Milne, had been ceremoniously crowned King Gala amid the seemly hilarity of his loyal subjects, Mr. Robert Thornberry took the opportunity to pay him a brief but very warm tribute in presenting him with a handsome spirit tantalus on behalf of the Club. This was a complete surprise for His Majesty, who expressed his gratitude in an informal Speech from the Throne.

Then, in almost magically short time, the floor was cleared and the "Saveloy Banana Band" called all to the dance. Miss Jocelyn Dixon and Leon Fiori took the floor for a space and danced the Golliwog dance with grace and vitality. Later, the great mannequin parade convulsed the entire company. Members of the Club, unrecognisably disguised as the tennis girl, party girl, camping girl, and so on, gyrated in a burlesque fashion display. The bridal girl had as her wedding train all her fellow-conspirators in the parade, and as her groom a not-in-the-least-embarrassed page-boy. The Vicar of Gay officiated.

Towards the witching hour the company of The Blue Kitten came over from the Gaiety Theatre and Mr. Seymour Hicks led a party from the Lyceum Theatre. Mr. Hicks judged the fancy dress costumes.

Many and varied were the "extras." From the wassail bowl were drawn prizes for lucky holders of numbered programmes, and at midnight there was a draw in aid of the National Advertising Benevolent Society.

Best "extra" of all was the spirit of carnival that prevailed from the very outset. One can only marvel at the wisdom of the General Committee which decided to substitute the gala for the formal annual dinner, and at the ingenuity and energy of the Gala Committee and all its willing helpers. The gala broke all the Club records for attendance and overwhelming success. And it deserved to. Picture on page 98.

"Benjamin Franklin" Anniversary

Arrangements have been made by the Advertising Club of Schenectady, New York, for the broadcasting of an address on "The Advertising Clubs' Interest in Benjamin Franklin," by Mr. C. K. Woodbridge, president of the Associated Advertising Clubs of the World on Saturday evening, January 16. The address by President Woodbridge marks the observance of Benjamin Franklin's birthday anniversary among the Advertising Clubs in the United States that week. January 17 is Franklin's birthday.

What a Publicity Club would do for Carlisle

Mr. Stuart A. Hirst was a guest at the annual dinner of the Carlisle Chamber of Trade and Commerce on Tuesday. Proposing the toast of the Chamber, he spoke on publicity as the way out of trading difficulties of to-day.

"It is perhaps not unnatural," he said, "that as a director of the Advertising Association and as chairman of the Publicity Club of Leeds, I should urge you to seek the way to prosperity which is afforded by the latest scientific means for letting the buying public, not only here in Carlisle, but abroad as well, know what fine goods you are in a position to sell them. I would first of all urge you to develop the vitality of this Chamber of Trade and Commerce and, if possible, get a Publicity Club going in Carlisle. A Publicity Club will have plenty of work cut out for it without in any way encroaching upon the sphere of usefulness filled by your Chamber.

"While a Chamber of Commerce and Trade attends to rules of conduct and helps to regulate the laws of business generally, a Publicity Club is useful in concentrating its energy on problems of salesmanship. A Publicity Club, too, thinks of trade and industry as it affects the city where it operates. A Publicity Club not only provides a common platform where all interested in salesmanship may discuss their problems, but it provides a medium for the development of civic pride. There are unlimited possibilities of usefulness for a Publicity Club in Carlisle.

"You have, I believe, already held three Shopping Week experiments during the last five years, but, unfortunately, without the influence and help of a live Publicity Club. While these appear to have been a great help to the community there appear to be two opinions as to whether they have helped the turnover of the tradespeople.

"The Leeds Publicity Club in conjunction with the Leeds Chamber of Trade has been responsible for two yearly—and both very highly successful—Shopping Weeks. Turnover increases of 20 per cent., and in certain cases upwards of 30 per cent., were recorded by the tradespeople. This Club has also provided a much used platform for the discussion of advertising etiquette and practice ; and has exerted, and is still exerting, an important influence on my native city in promoting a higher civic consciousness."

Regent—Things That Should be Advertised

Sir Charles Higham addressed the Regent Advertising Club at the Caxton Hall, Westminster, on "Advertising that is not done, that ought to be done," last Wednesday.

"It is absolutely necessary, if we are to increase our export trade, that Great Britain should be advertised ; that the reason for buying British goods should be advertised all over the world," he said.

"The British Medical Association must allow its members to tell people the things they ought to know about their health. If there is one thing in this world that people ought to know about, it is how to be healthy and happy.

If your business is languishing for want of fresh ideas, forceful Advertising and improved selling methods then get into touch with

ERWOODS, LTD.

Advertising & Selling Experts.

30, 31 & 32 FLEET ST., LONDON. E.C.4.

Branches or Representatives the World over.

Directors – V.J.Reveley, Eric Field and W.J.Fitzgerald.

Established over 30 years

Our large clientele consists of Advertisers of:—

Motor Cars.	Braces.	Tailoring.	Cigars.
Motor Wagons	Cigarettes.	Glassware.	China.
Railway Wagons.	Books.	Hotels.	Salad Dressings.
Buses.	Watches.	Banks.	Sports Goods.
Electrical Appliances.	Furniture.	Wines.	Drapery Goods.
Toilet Articles.	Soap.	Weatherproofs.	Railways.
Surgical Appliances.	Jewellery.	Dentifrices.	Medicated Cigarettes.
High Class Remedies.	Costumes.	Electric Lamps.	Hair Preparations, etc.

Fully equipped for handling Advertising and Selling Campaigns in any part of the World.

Insurance is an Investment when you *know*———

¶ You may obtain from 10% to 65% more Life Assurance for exactly the same money from one Office than another.

¶ The safest Companies are the most profitable to Policy Holders.

¶ That £100 a year saved for 14 years at 5% Compound Interest will produce £100 a year for ever; or £100 a year saved for 22 years will produce £200 a year for ever.

¶ That when Bonuses and Income Tax allowance are taken into account and the rate of interest is properly calculated, a wisely chosen investment in Life Assurance often yields 6% or more.

¶ Life Assurance is the only method of saving which guarantees the capital sum it is desired to save, *even in the event of death.*

A Guide to Investment Assurance will be sent you free on request. If you state age next birthday and amount you can save annually, a demonstration of *comparative results of all Companies* will be given without obligation.

T EGGINTON PAULL
INSURANCE CONSULTANT
10 New Court, Lincoln's Inn, London, W.C.2

H.S.

AN ADVERTISING MANAGER
OF A
Well-known Proprietary Article,

Requires an ASSISTANT with personality and ability. He must be of good education and appearance, and be able to write sound advertisement "copy." Age between 21 and 26. Experience in Agency work or similar position would count in his favour. He must be prepared to live in a Provincial town.

All applications will be treated in strict confidence. Details of career and salary expected should be stated.

Apply, "Alpha," "Advertiser's Weekly," 66, Shoe Lane, London, E.C.4.

Three-Colour Printing
SPECIALIST Five Highest Awards
A. CHRIS. FOWLER
6, New Union St., Moorfields, E.C.2

CLUB NOTES AND NEWS—(Cont.)

"The Church should be advertised. People should be reminded of the reasons for going to church, if they have forgotten them, and apparently most of them have.

"The Stock Exchange should advertise the names of its members. It spends a little money now, telling the public not to do business with anyone who is not a member of the Stock Exchange. But there are a hundred thousand people in this country who have money to invest who do not know the name of a single stockbroker who is a member of the Stock Exchange. They know a lot who are not, and give their money to them.

"There are hundreds of thousands of people in this country who would take out insurance if the insurance companies combined together and told the people the advantage of insurance. There is nobody people resent seeing so much as the insurance canvasser—yet he is a man we ought to see regularly.

"The theatres ought to advertise and tell the people to go to theatres. The cinemas should advertise collectively and tell the people to go to the cinema. The advertising of the future will be collective advertising.

"Love, loyalty, kindliness and decency all can be advertised, and should be. All the money that is wasted by the various organisations in this country, in badly printed and unread leaflets (and even worse, form letters), and the cost of secretariats of hundreds of different organisations, would be saved if they would combine together in a national advertising campaign in the Press to tell the people why they should help philanthropic institutions. They would all have more money, and in the end, it would cost them a great deal less.

"We ought to tell the people of the United States of America that England is neither decadent nor Bolshevik. At least ten large cities in England have no unemployed, and nobody knows about it—not even in our own isles—because we have not the courage or inclination to tell them about it.

"Public opinion is waiting for sound information about anything. The method is in front of millions of people every morning, in the form of nationally distributed newspapers. Anything that is good should be advertised, and the sooner anything that is good is advertised, the better."

Nottingham Business Club—Sir P. Cunliffe-Lister's Visit

The President of the Board of Trade, Sir Philip Cunliffe-Lister, was the guest of the Nottingham City Business Club at luncheon on Tuesday last week. Mr. J. Littlefair presided over a numerous company, which included the Mayor (Ald. C. Foulds), the Sheriff (Councillor S. G. Ward), Sir Harold Bowden, Sir Ernest Jardine, Sir Dennis Readett-Bayley, Mr. H. F. Lancashire, Mr. Herbert Woolley, Mr. H. Grundy and Mr. A. R. Atkey.

Sir Philip said that the feeling was general that the prospects for better trade were brighter than they had been for a long time. On the selling side a perpetual study of markets was necessary. Whenever he went abroad he was struck by the possibilities of British prestige. Let them maintain the personal touch with those markets. Was it not possible for industries which might be losing trade to foreign competitors to combine for effective selling organisation in those distant markets? Combined selling organisation and combined publicity were most important.

To the public he would say, "Go on buying British goods. It is our contribution to the unemployment problem. Don't criticise the dole. Take somebody off it by buying British goods."

The chairman said he desired to thank Lord Henry Bentinck, M.P., and Mr. H. E. Popham, London manager of the *Nottingham Guardian*, for the services they had rendered in securing the visit of Sir Philip.

Gift for Lou Holland

A grandfather clock and walnut desk and chair were presented to Mr. Lou E. Holland, former president of the Associated Advertising Clubs of the World, by his friends in the Association, the presentation being made at the request of President Woodbridge by Mr. Earl E. Barker, president of the Advertising Clubs of Kansas City at a recent meeting of the Kansas City Club. The money for these gifts was contributed by clubs and departmental organisations throughout the Association through a special committee consisting of Messrs. Reuben H. Donnelley of Chicago, E. T. Meredith of Des Moines, Iowa, and Rowe Stewart of Philadelphia, all former presidents of the Association.

GIFTS FROM ADVERTISERS AT PUBLICITY CLUB'S GALA

The following is a list of gifts sent by firms and individuals to assist the Club's Honorary Steward, Mr. S. P. O'Connor, to raise funds for the National Advertising Benevolent Society at the Gala of the Publicity Club of London.

BOOKS AND SUBSCRIPTIONS TO MAGAZINES FROM:
Sir Charles Higham, Sir Ernest Benn, Sir Landon Ronald, Messrs. H. N. Casson, Wm. G. Fern, Sydney Walton, George Sparkes, Robert Braun, Geo. Newnes, Ltd., Cassell & Co., Ltd., Hodder & Stoughton, Ltd., Business Publications, Ltd., A. W. Shaw & Co., Ltd., Bazaar & Mart, Ltd., Amalgamated Press, Ltd., Nash's Magazine, Ltd., Economic Publishing Co., Ltd., Hutchinson & Co., Ltd.

CONFECTIONERY, WINE AND FRUIT FROM:
Messrs. Planters Products, Ltd., Nestlé, Ltd., John Mackintosh & Sons, Ltd., James Pascall, Ltd., Elders & Fyffes, Ltd., Sun-Maid Raisin Growers, Ltd., Coleman & Co., Ltd., Winox, Ltd., W. Keith Martin.

PIPES, TOBACCO and CIGARETTES from:
Messrs. Druid Pipe Co., Ltd., A. Oppenheimer & Co., Ltd., J. Wix & Sons, Ltd., Godfrey Phillips, Ltd., Rothman & Co., Ltd., Carreras, Ltd., J. & L. Fabian, Ltd.

SOAP, PERFUME, TOILET REQUISITES FROM:
Messrs. A. & F. Pears, Ltd., Tokalon, Ltd., Lilley & Skinner, Ltd., Newton Chambers & Co., Ltd., A. Moore Hogarth.

FREE TICKETS TO THEATRES AND DANCES FROM:
Messrs. Provincial Cinematograph Theatres, Ltd.

ARTICLES USEFUL, ORNAMENTAL AND ENTERTAINING FOR THE HOME FROM:
Messrs. Sphere & Tatler, Ltd., Chiswick Polish Co., Ltd., Blue Peter, Ltd., Venesta, Ltd., Burndept, Ltd.

COLLECTIONS OF GARDEN SEEDS FROM:
Messrs. Bees, Ltd.

FOUNTAIN PENS FROM:
Messrs. L. G. Sloan, Ltd., and Mabie Todd & Co., Ltd.

JEWELLERY, MILLINERY, CLOTHING AND RAZORS FROM:
Messrs. Hector Powe, Ltd., Austin Reed, Ltd., Rego Clothiers, Ltd., Meakers, Ltd., Gillette, Ltd., Autostrop Razor Co., Ltd., Nofar, Ltd., Ciro Pearls, Ltd., L. Pershke.

CAMERAS FROM
Messrs. Kodak, Ltd.

In addition to the above, which were given as prizes in the various draws and competitions, Messrs. Nestlé, Ltd., sent a handsome gift box of chocolates for every lady present, and Messrs. Wix & Son, Ltd., and Messrs. Fabian & Co., Ltd., sent packets of cigarettes for all the gentlemen.

Grateful acknowledgment is made to all the above, and also to the members and visitors who responded to Mr. O'Connor's appeal. The total sum contributed was £58 4s. 6d., which has been handed over to the Treasurer of the National Advertising Benevolent Society.

We Hear—

THAT while "the Sales" are still the dominant feature in the advertisement columns of morning, evening and weekly newspapers, there is a decided improvement in the amount of general trade advertising seeking for space; and—

* * *

THAT a marked increase of orders is now to be met with daily going to the provinces and elsewhere from the London agencies, and that likewise the provincial agencies are freely issuing instructions on behalf of their clients.

* * *

THAT, as the WEEKLY said was likely to happen, a boomlet in City business has come along full spate, but while the prospectuses are of goodly number the radius of the publicity appeal continues to be limited in extent.

* * *

THAT Messrs. Harrods, Ltd., following a policy set up a few years ago, have again made use of leading provincial newspapers to advise their country customers of their sale.

* * *

THAT Mr. H. W. Morris Pugh has been appointed advertisement manager of *Everybody's Weekly*, and London advertisement manager of the *Croydon Times* group.

* * *

THAT it is announced that a big new motor transport service covering the whole of the Irish Free State will be in operation shortly, and that the directorate is composed of prominent British and Irish business men.

* * *

THAT the late Mr. W. J. Shannon, a director of Messrs. Stephen Smith and Co., Ltd. (Hall's Wine and Keystone Burgundy) left £55,977.

* * *

THAT quite a sensation was caused in Fleet Street last week-end by the WEEKLY'S exposure of the "Bargain Basement" scheme of advertising, and the general comment was surprise that anyone who knew the game ever expected to get away with such a proposition.

* * *

THAT the Publicity Clubs in all parts of the country are getting settled down to their new programmes with revived enthusiasm with two events in particular before them—the call of the National Advertising Benevolent Society and the claims of the Convention at Blackpool.

* * *

THAT our recent articles on Press agents and the methods of some of them created a particular interest in Sir Basil Clarke's after-lunch talk at the Aldwych Club on Thursday.

* * *

THAT "the free coupon" football competition as a circulation boost has been found such a fine puller that it is now rapidly extending and being freely advertised.

* * *

THAT Messrs. R. and J. Hill, Ltd., who have worked up a big sale for their Sunripe cigarettes, are launching a Derby competition with coupons in every packet bearing the names of horses entered for the race and offering £2,000 in prize money.

* * *

THAT a party of at least twelve members of the Regent Advertising Club will attend the Advertising Association Inaugural Banquet on January 28.

Going to Philadelphia?

YOU and the ladies of your party will feel "at home in America" the moment you step aboard one of the magnificently equipped steamers of the UNITED STATES LINES, famous for unrivalled cuisine and service.

Let us make your voyage a memory of pleasure and satisfaction. By taking advantage of one of the following convenient sailings you can either attend the Convention without the waste of a day or else spend a few days in America for sight-seeing or business purposes.

LEVIATHAN - - - JUNE 1st

PRESIDENT ROOSEVELT - JUNE 3rd
(Cabin Rate - £31)

AMERICA - - - - JUNE 8th
(Cabin Rate - £31)

From Southampton and Cherbourg to New York.

We shall be glad to supply every assistance and service to Delegates and friends.

Write or Call

UNITED STATES LINES

14, Lower Regent Street, London, S.W.1.

Do You Want the Greatest Reference Book on British Advertising?

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POST THIS COUPON NOW.

SPECIAL PRE-PUBLICATION ORDER.

To ***The Advertiser's Weekly,***
66/67, Shoe Lane, London, E.C.4.

Please send me/us one copy of the ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK, 1925/26, and deliver, post free, immediately on publication; invoice when delivered at the special pre-publication price of 15/-.

NAME.....

.....

ADDRESS.....

.....

.....

(Remittance of 15/- should accompany all orders from abroad.)

A FINE ADVERTISEMENT and ATTRACTION for your Stand at the BRITISH INDUSTRIES FAIR.

Leyfield's Revolving Electric Cabinets

for displaying illuminated photographs and notices of your Works, etc.

May we give you details?

MARTIN LEYFIELD & CO. LTD.,
30, Craven St., Strand, London, W.C.2.
'Phone - - - - - REGENT 2111.

Electric Sign Novelties and Advertising Souvenirs of many kinds.



MODEL No. 3.

APOLLO
A JOURNAL OF THE ARTS

ART  MUSIC

DO you wish to appeal to an audience composed WHOLLY of the cultured classes? Then use APOLLO and reap your due reward. APOLLO is the ONLY journal embracing ALL the Arts: its price is 2/6 monthly, and the rate for advertising is £20 a page and pro rata, with usual discounts for series.

Write for FREE SPECIMEN COPY to

The Manager,
6, Robert Street, Adelphi, W.C.2.

We Hear—

THAT Lord Oxford and Mr. T. P. O'Connor have both promised to lay foundation stones of the new buildings being erected in Bouverie Street for the *Daily News* and the *Star*.

* * *

THAT Mr. W. Lindley-Jones, whose name has been associated with the *Mercantile Guardian* since it was founded, has been returned as a member of the Common Council of the City of London.

* * *

THAT with the acquisition of the business of Commer Cars by Messrs. Humber, Ltd., comes along an advertising scheme such as the late proprietors did not indulge in.

* * *

THAT Mr. Herbert Powell, who until recently was editor of the *Spalding Guardian*, has been appointed assistant manager of Monomarks, Ltd.

* * *

THAT a new series of advertisements—advertising advertising—making the fourth to be issued, have been circulated to members of the Newspaper Society for use in their publications.

* * *

THAT two firms in Glasgow and district who have for some time made a speciality of cross-word competitions for substantial money prizes have extended their operations, which have hitherto been advertised locally, and are now giving out freely and taking up new media.

* * *

THAT Mr. P. A. Best, of Messrs. Shoolbreds, Ltd., and Mr. T. S. Ratcliffe, a director of Messrs. Boots Drug Co., Ltd., were the principal speakers last week at a conference of the Association for Education in Industry and Commerce.

* * *

THAT as broadcasting in the Irish Free State is controlled by the Post Office, it has been suggested that this department's New Year slogan should be "Wireless but wire more."

* * *

THAT Mr. Desmond Young has been appointed editor of the *Natal Witness*, and will assume his duties in February.

* * *

THAT Mr. D. Cameron Forrester, who is in charge of the insurance publicity department of the Curtis Agency, is contributing the section on "Insurance Publicity" to *Modern Advertising*, and—

* * *

THAT he is also one of the principal contributors to the "Dictionary of Life Insurance" shortly to be issued by the Pitman Press.

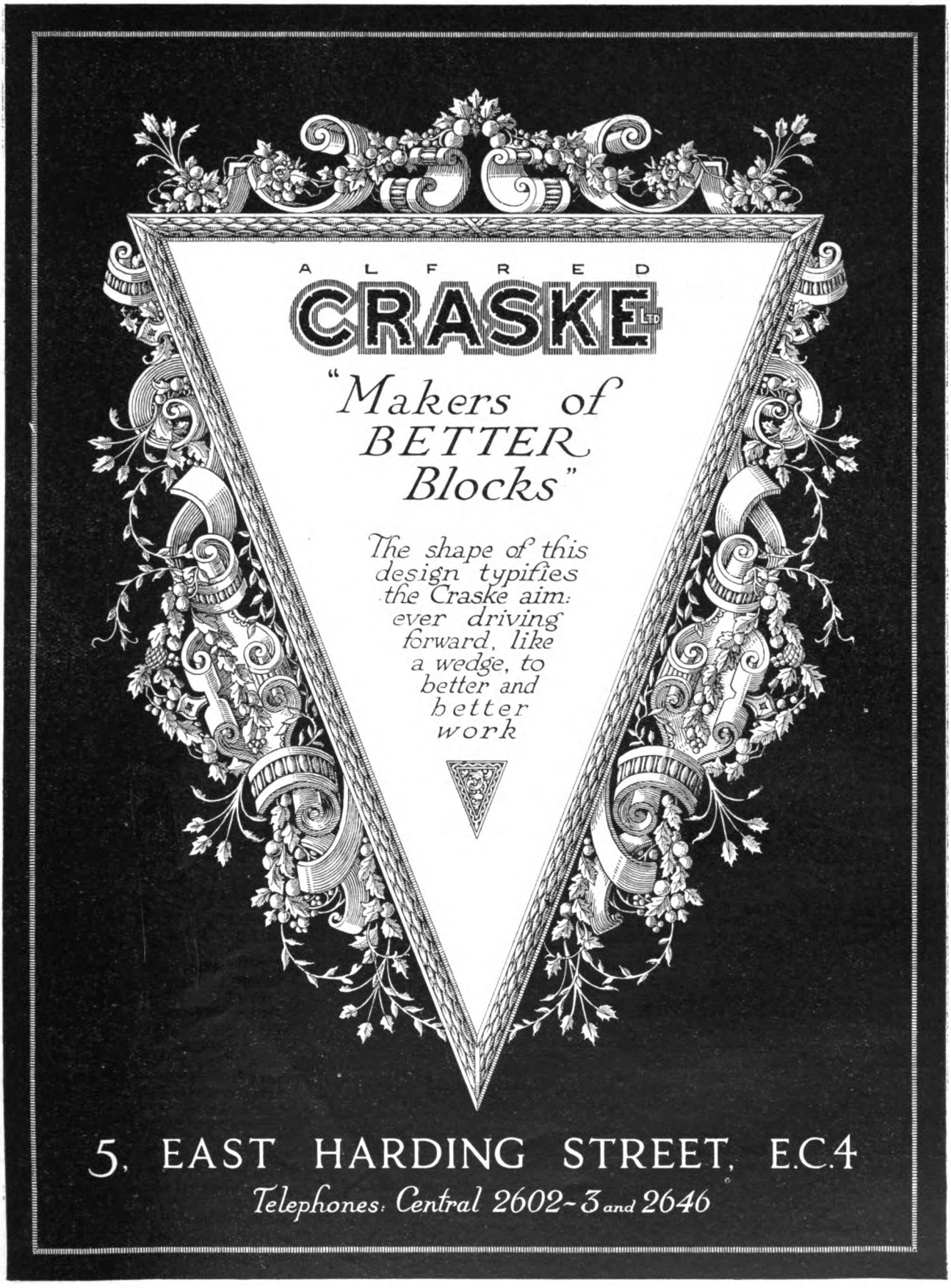
* * *

THAT Mr. Fredk. E. Potter is taking a cure at Ruthin Castle, North Wales, a famous private hospital formerly at Duff House, Banff, N.B.

* * *

THAT Mr. W. T. Day, of the Pioneer Press, is about to pay another business visit to India.

The SUNDAY CHRONICLE
The Sunday Journal of the well-to-do


A L F R E D
CRASKE LTD
"Makers of BETTER Blocks"
The shape of this design typifies the Craske aim: ever driving forward, like a wedge, to better and better work
5, EAST HARDING STREET, E.C.4
Telephones: Central 2602-3 and 2646

WHERE IS THAT BLOCK?

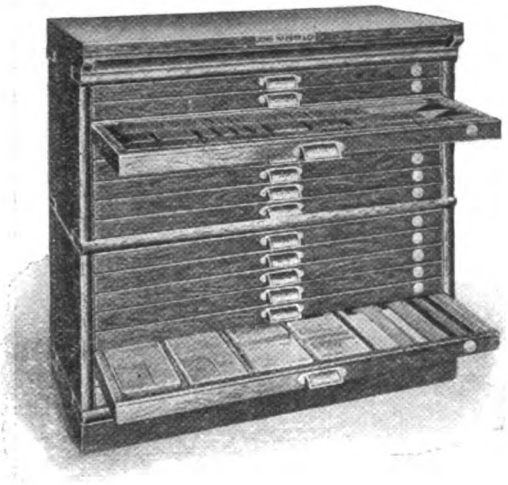


Illustration showing Two Sections. A Cabinet that grows with your requirements.

Systematize the storage of your Blocks by using our Sectional Cabinets specially designed for the purpose. Made in highly polished Oak.

Cabinets for all Trades. Ask for Booklet "A.W."

Caxton Wood Turnery Co.,
11, Salisbury Square, London, E.C.4

Advertisers, Agents, Publishers and Others

associated with the business of advertising, who desire the services of qualified men and women, are invited to communicate with the EMPLOYMENT BUREAU of the

NATIONAL ADVERTISING BENEVOLENT SOCIETY,

61 Fleet Street, London E.C.4.

All enquiries welcomed. *No fees.*

We Hear—

THAT a new record in prizes for presentation at the annual advertising fancy dress ball of the Publicity Club of Ireland, to be held on January 28, has been achieved this year, the value exceeding £200; and—

* * *

THAT among the newspapers and periodicals offering prizes for best costumes representing their publications at the ball are the *Irish Independent*, *Dublin Opinion*, *Ideal Irish Homes* and *Ireland's Own*.

* * *

THAT tributes to the success of the advertising of Irish holiday resorts last year—limited though it was—are being expressed in many quarters, and that it is now stated that the Killarney Tourist Association had to advise the Great Western Railway to cease booking.

* * *

THAT many Irish resorts have already taken up consideration of advertising for the coming season, and that it is almost certain that there will be a wide general scheme.

* * *

THAT South Shields Town Council have rejected a proposal from the North of England Temperance League to refuse all advertisements relating to the sale or manufacture of intoxicating liquors where the Council has jurisdiction.

* * *

THAT Sunderland Chamber of Commerce is considering the question of advertising the port and town.

* * *

THAT West Hartlepool Town Council Tramways Committee has received a deputation from various organisations with reference to an advertisement for stout which appears on the back of the tickets. The committee will consider whether they can get better prices for advertising other goods on the tickets.

* * *

THAT one of the placards last Sunday said, "Does Heaven Require Boosting by Sir Charles Higham," and that the absence of punctuation marks amused the author as much as anybody; and—

* * *

THAT when Sir Charles's attention was drawn to it his cheery reply was, "Yes, it does."

* * *

THAT Mr. Sidney T. Garland has been appointed Publicity Adviser to Monomarks, Ltd.

* * *

THAT at the first regular meeting of the Aldwych Masonic Lodge, held last Wednesday, the newly elected W.M., A. Shewin Thomas, put in a strenuous evening at the business of the Lodge.

* * *

THAT the amenities of Fleet Street have been further improved by the attractive new front put into the building now occupied as offices by the *Graphic* and the *Bystander*, where the art of the shop fitter has found full play.

At the Hub of Industrial Wealth

Daily Dispatch

EVENING CHRONICLE

FINE PRINTING & ALLIED ARTS
A MONTHLY SUPPLEMENT TO THE ADVERTISER'S WEEKLY

No. 9 January, 1926

What Shall I Print It On?

How the Chemical and Physical Properties of Paper Affect Printing Results—Choosing the Right Paper for Different Classes of Work

By Captain J. S. Allan, F.I.C., Chief Chemist, Messrs. Wiggins, Teape, and Alex. Pirie

PAPER is still the chief medium for carrying messages. The merchant utilises the services of the artist and the printer to illustrate his merchandise on paper. The carrier of the message should be worthy of its position, as a traveller should be who would show forth his firm's goods to the best advantage. As good merchandise may be sullied by a poor traveller, so good advertisements may be spoiled by inferior and unattractive paper.

An examination of some of the chief physical and chemical properties of paper as affecting the work of the printer and the artist shows that considerable benefit will arise from careful discrimination in the choice of paper for any particular work.

The surface of paper is of paramount importance in printing and lithography, for its texture or grain may make a considerable difference to the results obtained. The general divisions of classes of surfaces are as follows :—

Machine-glazed (M.G.) means that the paper is glazed on one side only. This is done on a single-cylinder machine. While the paper is still damp one side only comes in contact with the smooth drying cylinder and the other against felt. The side that comes against the cylinder acquires a fine gloss, while the other is rough. This class of paper is largely used for posters and similar work.

Super-calendered (S.C.) means paper which after being made is passed through a stack of calenders. A stack of calenders consists of a number of rolls—some of which are steel rolls and others covered with compressed paper or cotton which revolve one against the other. When the paper is passed through and through this series of heavy rolls the required smoothness is imparted according to the pressure and number of nips given.

Antique finish is produced when the paper is made on the machine alone. The roughness of surface is acquired from the type of woollen felts used at the wet end of the paper-making machine. This finish naturally varies according to the machine and the felt used.

Machine finished (M.F.) paper is calendered on the paper-making machine itself. This surface varies according to the number of calenders contained on the machine.

Fancy surfaces, such as linen finish, are obtained by pressing the damp paper against appropriate surfaces so that an impress is made. Linen finish is obtained by pressing the paper against linen, usually between zinc plates. Imitation leather surface for cover papers, etc., is made by pressure between specially designed embossing rolls.

The rougher surfaces of paper tend to break up the reflected light and by creating minute shadows take away the flat appearance of the picture or design. Now that printers have such a machine as the offset printing press where the elasticity of the rubber roll allows a perfect impress to be made on paper of almost any surface, they should demand from the paper maker paper of a surface texture that will show the work of the artist to the best advantage.

A considerable amount of printing is done on glossy art paper but on reading print on such paper under artificial light the brilliant reflection that may be set up will weary the reader, perhaps unconsciously. On the other hand, matt papers, which are more restful, are easily marked and scratched.

The surface of coated papers, whether glossy, semi-matt or matt, must be even and free from pin-holes and the base paper should not show wire or felt markings or contain lumps. The adjustment of the ingredients of the coating mixture requires great skill and experience so that the resultant surface is not so soft as to cause lifting and not so hard as to be non-receptive to the printing inks. The surface must be so even that in printing half-tones every dot is clearly defined.

Minute pin-holes in the surface of coated papers are due to myriads of tiny air bells present in the coating mixture, which on drying cause minute depressions or craters on the surface of the paper. They may be so small as to be hardly discernible to the naked eye, but when the paper is printed on the small dots of blocks are broken up and the pictures are given a grey and degraded appearance.

Mottle may be caused by fibres sticking up on the surface of the base paper during coating. These tiny fibres collect an excess of the mixture, making the coating relatively thicker at those parts, so that when the paper is calendered they receive more pressure

At least a fundamental knowledge of the properties of the various classes of paper is a necessary part of the equipment of every advertising man, and, of course, every printer and engraver.

Captain J. S. Allan raised so many important points in his recent address on Paper at the Publicity Club of London, that the WEEKLY asked him to delve deeper into this important subject. He has prepared two valuable articles. The first is here, and the second will be published in next month's Printing Supplement.

than the rest of the sheet and a mottled effect is produced. On looking through the paper by the aid of transmitted light, black spots are visible at the mottled parts where the fibres had collected the coating.

The moisture content of paper is of great importance in obtaining the correct gloss on calendering. If the moisture content is too great a splendid gloss may be obtained at the expense of crushing the fibres and blackening the surface so that on printing the paper has the appearance of being "soft sized" when in reality the rapid penetration is due to crushed fibres.

Danger of Grit

The mineral matter used in the coating mixture must be free from grit, or trouble may arise during lithographing through the grit etching the stones or plates used.

Sizing is the operation that governs the degree of penetration of a paper. Ink will not show through a well-sized paper, while even when it is laid in water a hard-sized paper will not allow penetration for a long time. Blotting paper is not sized at all, being made for maximum absorption.

Matt or semi-matt surfaces on coated papers take half-tones well and give beautiful results. Art papers are defective in many ways, but for giving good detail and definition in lithographic printing they stand out pre-eminently. In offset printing papers of the drawing and cartridge class which withstand picking are very suitable.

Fluff and Dust

Considerable trouble may be experienced with papers of the feather-weight class owing to the presence of fluff and dust. Fluff even in a feather-weight paper may be minimised by careful choice of raw materials, proper degrees of sizing, and correct manipulation on the paper-making machine. The paper must be well matured and contain its normal moisture content, while the reams require to be cleanly trimmed and dusted before being sent out.

For cover papers, to which I have already referred, strength, good pliability and folding properties are the essential properties. The handling properties and resistance to moisture influences may be improved by rendering the paper waterproof by the hydroloid process, for example. Fanciful and elaborate covers may be most effective in attracting attention, but it is sometimes necessary to guard against the cover's over-riding the message enclosed.

All papers for printing should have a close and solid "look-through" and be fairly opaque. A transparent paper, that is, one having a poor light reflection, gives a somewhat dead appearance to the print, while an opaque paper—not necessarily dull looking, but preventing light transmission and giving good reflection—gives life and sparkle and the appearance of the design standing out more on the surface.

Opacity is influenced by numerous factors in the manufacture of paper, the chief of which are (1) the thickness of the paper itself, (2) the raw materials used in manufacture, (3) the degree of beating, (4) the presence of mineral matter, (5) the degree of closeness of make, and (6) the pressure received during calendering.

Esparto, soda wood, linen and cotton are relatively more opaque than such materials as sulphite wood and straw under given conditions. On the other hand, the time and degree of beating may render even fibres naturally opaque relatively transparent. The longer the time of beating, resulting in wetter stuff, the more transparent will be the paper.

The addition of mineral matter fills up the interstices of paper and increases opacity, but an excess is to be avoided except in such paper as Imitation Art, which may contain as much as 30 per cent. of China clay.

Imitation Art

As the name implies, imitation art paper is made to replace real art paper at about half the price, and the mineral matter is in the paper instead of being on it. The high surface is obtained by bringing the surface of the paper into contact with water during calendering at the end of the paper-making machine. Such papers are usually made of exparto grass, but naturally lack in strength and durability.

Transparent papers used for sticking on windows and for similar purposes must be clear and free from spots and flecks. Papers containing mechanical wood are therefore not altogether suitable for this purpose. The sizing of the paper especially must be so adjusted that the surface will take the necessary varnish evenly. Transparent papers viewed in daylight are very dull, but when a good sample is properly illuminated it may be very attractive. Paper intended for letter headings, ledgers, prospectuses, bank and loans, share certificates, and hundreds of similar uses, should have that firmness of feel and crispness of handle characteristic of a strong, well-sized and efficiently made paper. When one speaks of the feel or handle of paper it seems that one is entering into a somewhat speculative field of psychology, but I think that the psychological effect of paper is greater than might at first be supposed. Who has not experienced a sense of pleasure on receiving a letter written or printed on firm, bright and crisp handling paper?

Importance of Envelopes

Select strong, opaque and attractive envelopes in sending out letters, catalogues, or any advertising matter. Do not let a shoddy, cheap and frayed envelope detract from the message it contains.

Paper having good folding properties for sending through the post should contain the minimum amount of mineral matter. The fibres must be kept fairly long and be carefully beaten and the pulp must not be over-bleached nor contain bleach residues. Excess of alum must be guarded against and care must be exercised in the drying of the paper. Finally, the paper must have its normal moisture content.

The folding properties of art papers are naturally poor. One has only to glance along the shelves of any bookseller to see this. The outer covers of books done with art papers soon become frayed, torn and marked with handling. A good strong smooth printing or cartridge paper of good folding properties appeals to one as an outer cover for books. But if an art paper is desired from the printer's or designer's point of view, the base paper used should be made as robust as possible and be coated on one side only with the minimum amount of coating to give a good impress.

A Full Page by Cable

Johannesburg citizens who opened the *Sunday Times* there, on December 13, and came across the full page advertisement



for the Metro-Goldwyn-Mayer Film Corporation of New York, were not aware that this announcement represented something unique in advertising annals.

Not only was the "copy" cabled in its entirety, but printer's instructions were cabled in such detail as to enable the printers to set up the page in the exact form desired. The cable-order totalled 493 words.

"Set up immediately full-page advertisement," said the cable, "and insert in December 13 issue text and type instructions as follows: Across top of page in one hundred twenty point type upper and lower case set the heading, "A Cable from America." Underneath in a sixty point capital letters on two lines the following text "Of vital importance to cinema theatres and public." Centred underneath this, show actual reproduction of cable which will be sent to you separately signed Metro-Goldwyn-Mayer."

It must be said that before that a quotation was asked, also by cable, and answered in the same way.

HOUSE ORGAN MODELLED ON NATIONAL MEDIA

From an American Correspondent

EVEN in this land of "big things" a house organ with a circulation of 125,000 is probably a record, but this figure is actually reached by *Fashions and Furnishings*, the magazine published by the Newcomb-Endicott store, of Detroit.

"We use direct mail advertising," says the Publicity Director, "to an extent equalled by few even of the greatest department stores in the world, and it is for this side of our activities that we publish what we believe to be the highest type of house magazine in the world. Its features, conforming to the best standards of work in every sphere touched, are all exclusive.

"We publish this twice a month, mailing it to all who have asked for it. At the moment our circulation is 125,000—meaning, perhaps, three times that number of readers—and it is mounting daily."

A study of the Newcomb-Endicott magazine shows that nothing in the way of expense has been spared in its preparation. Its artistic and beautifully coloured covers are of the same type as those displayed by the American national magazines, upon the general lines of which, indeed, it is closely modelled.

Left-hand pages through the publication are generally devoted to well-illustrated and dignified advertisements of various lines carried by the house, while the right-hand pages contain authoritative articles.

Megaphone Publicity

Another line of publicity that has ingeniously been exploited by the Newcomb-Endicott store has a distinctly novel tone. Like most cities of any importance, Detroit has many visitors who are conducted round the city by guides, generally in cars or motor coaches. Ordinarily, entering the retail shopping district, the guides call out the names of the various stores, to right and left, and that is all. The names come in very rapid succession, and few are remembered.

Newcomb-Endicott have found a way of improving upon this system.

They believe that every store has something distinctive about it, and something that would make a very quotable anecdote. Their own claim to distinction is that they were the first store to inaugurate free delivery of purchases.

The drivers or guides of the sight-seeing parties relate this fact to all visitors as they pass the store. And they go on to tell another interesting story concerning it.

When a motor arrived at the store to take over the work of free delivery, it was found that there was no one there qualified to take charge of it. (That was twenty-two years ago.) Newcomb-Endicott communicated with the manufacturers, who agreed to send a man to drive the vehicle, the man to receive 20 dollars a week from the store. Henry Ford was working for this automobile plant (Cadillac) at the time, and he was actually chosen for the driver's post, so the story goes. At the last moment, however, another man was sent.

That may not be the most startling anecdote in the world to relate, but every hearer repeats it again and again, speculating on what Mr. Ford might have become if he had been taken out of the automobile factories at that time. Discussion on these lines inevitably centres around the store, and Newcomb-Endicott believe that to be talked about constitutes good advertising and builds prestige.

PRINTING OF SATISFACTION

ARE YOU IN SEARCH of a printer, who, while combining the essentials of fine quality work, promptitude of delivery and moderation of cost, still finds it worth while to give to every job that "little more" of craftsmanship which guarantees perfect satisfaction between printer and client?

"Oh, the little more, and how much it is,
And the little less, and what worlds away."

Then try the

BLACKFRIARS PRESS LTD

of 17-23 ALBION STREET, LEICESTER

London Office: 32 FURNIVAL ST., HOLBORN, E.C.4

Telephones { LEICESTER CENTRAL 1194 / LONDON CENTRAL 8693

Offset and Photo Offset— NO BLOCKS Required.

REDUCE your costs of printing by photo offset process. Folders, booklets, facsimile letters, posters, showcards, catalogues, letter headings, can be reproduced with half-tones, line or colours and printed on the roughest of surfaces or linen-faced paper at a lower cost than letterpress and a better result. Blue prints, plans, charts, etc. Specially suitable for long runs on thin paper containing half-tones where it would be impossible by letterpress printing to obtain a good effect.

CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

Have you ANY WASTE PAPER, Overissue News or Journals for disposal?

If so, we shall be pleased to call and quote prices.

'Phone: HOP 1284.

F. MITCHELL & Co. (London), Ltd.
Buyers and Exporters of all kinds of Waste Papers.
7, UPPER GROUND STREET, BLACKFRIARS, S.E.1.

THE Drapers' Record

The Trade Newspaper with the Largest Circulation in the World

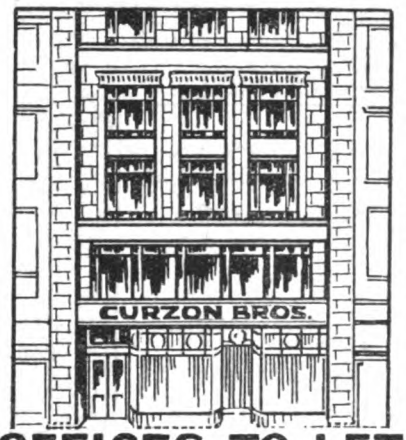
The Monthly Shipping Numbers
should be considered in association with all Textile schemes. Colour work a feature

Rates on application

Office 154-6, CHEAPSIDE, E.C.2.
Telephone - City 582 (3 lines)

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.
D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.



OFFICES TO LET

The hub & heart of the universe

London is admittedly the hub of the World, with the Strand in its very heart.

In the centre of this universally known thoroughfare are handsome offices to let at

110-111 STRAND

possessing a publicity value unequalled in the Kingdom, and is **OF SPECIAL INTEREST TO ADVERTISING AGENTS** seeking exceptional positions as offices. This building can be let as a whole upper part of five floors, or would be let as separate floors.

For further particulars apply on the premises or to

CURZON BROS., Ltd.,
45, LEONARD ST., LONDON, E.C.2.

A BOMBAY FIRM
recently recommended
"INDIAN & EASTERN MOTORS"
to eight different Accessory Manufacturers.

They know its value as an advertising medium.

"INDIAN & EASTERN MOTORS"
St. Benet Chambers,
1a, Fenchurch Street,
London, E.C.3.

FIXING UNDERTAKEN IN ANY PART OF THE COUNTRY



HARRIS THE SIGN KING
30, Victoria Street, Westminster, S.W.
Works: 182a, Shirland Road, W.9.

PROTECTING RURAL SCENERY

Local Authorities and the Advertisements Regulation Act, 1925

As numerous local authorities desire to make by-laws under the Advertisements Regulation Act, 1925, for the prevention and restriction of disfiguring advertisements, the Secretary of State has caused model forms of by-laws to be prepared.

In a covering circular issued by the Home Office it is stated that the Act gives power to protect from disfiguring advertisements :—

(1) The view of rural scenery from a highway or railway or from any public place or water ;

(2) The amenities of any village within the district of a *rural district council ;*

(3) The amenities of historic or public buildings, etc.

So far as by-laws under headings (2) and (3) are concerned no special difficulties are foreseen, says the *Municipal Journal.* The particular villages, buildings, etc., to be protected must be specified in the by-laws, and, subject to certain necessary exceptions, it will be proper to allow the prohibition of all advertisements in the immediate vicinity of these selected places.

By-laws under heading (1) present greater difficulty. The words "view of rural scenery" are much wider than the words which appear in the Act of 1907—"natural beauty of a landscape." On the one hand any by-laws made must be definite in character. On the other hand, it will be extremely cumbrous and inconvenient to schedule long lists of views of rural scenery which it is desirable to protect. The Secretary of State is prepared to act on the view that Parliament intended that a wide measure of protection from advertisements should be given to country scenery, and that it would be a proper procedure for the local authority to schedule areas which they regard as genuinely rural and suitable for protection in accordance with the intentions of the Act. In such areas the exhibition of any advertisement by the side or within view of any highway, railway, public place or public water would be prohibited, subject to certain exceptions.

The suggestion has been made that by-laws might simply embody the terms of section 1 (1) of the Act and apply them to the whole of the area of the local authority subject to exemptions for certain classes of advertisements. This would, in the opinion of the Secretary of State, be contrary to the intention of Parliament, and it would be open to the serious objection that persons affected would not know where or where not they might exhibit an advertisement. The decision in each case whether a view of rural scenery was disfigured would, under by-laws framed in this way, rest with the courts and could only be determined by actual proceedings.

Section 2 of the Act authorises a county council to arrange with any rural district council for the delegation to that council of the power of enforcing any by-laws made by the county council.

Trade Marks

Much valuable information on trade marks is condensed in a booklet issued by Mr. Benjamin T. King, of King's Patent Agency, Ltd. He deals with points to observe in their selection, adoption, registration, and use, particularly with reference to advertising.

COPYWRITER WANTED

The Advertising Department of a large West End Store has a vacancy for a Copywriter who can give conclusive proof of versatile copywriting ability in both Press and Booklet Advertising. Thorough knowledge of typography. The position will be permanent and progressive to the right man. Applications will be treated in strict confidence, and should give a complete record of previous experience, present position and salary required. Only men of proved ability need apply.

To Box 989,
"ADVERTISER'S WEEKLY,"
66, Shoe Lane,
E.C.4.

SMART CANVASSER and Contract man required for well-known Textile Trade Organ. Good appearance and speech essential. Knowledge of lay-out desirable. Prospects for the right man. Salary and Commission. Apply Box 982, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES 150,000 *daily*
London Representatives:
FREEMAN & CO., 33, Paternoster Row, E.C.4

BRITHERS ! !

D'ye Ken a poseetion whaur a muckle Scot wad hae scope for his talents? Yin whaur a guid haun' at maist kins o' publeecity wark, sales organisation etc., can fin' a billet. Ah'm a gey graund han' wi sales an' collection letters o' an unusual kin'. Knaw lay-oots an' type faces. Chock fu' o' brecht notions an' oreeginal idees. Ah'm wantin' but little siller or bawbees whaur the chances o' gratifyin' ambition are aw recht. Gin ye dae ken yin. Wull ye please write tae Box 990, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

YOUNG COPY & LAYOUT MAN

with 3½ years' Store Advertising and slight Agency experience, seeks further experience with Agency or Manufacturers offering scope and advancement. Age 20. Moderate salary to commence. Write Box 994, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

...RARY

Advertiser's Weekly,
Friday, Jan. 22, 1926

The Advertiser's Weekly

4D A COPY
20/- a year
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Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

JOHN BULL'S

CERTIFIED NET SALES

ORIENT HOUSE,
42, NEW BROAD STREET,
E.C.2.

5th January, 1926.

The Directors,
ODHAMS PRESS LTD.
LONG ACRE, W.C.2.

DEAR SIRS,

We have examined the Company's Accounts and records relating to the undermentioned Issues of JOHN BULL, and certify that the Net Sales (exclusive of all free copies) after deducting Returns received during the week of each issue, were as set out below :—

Oct. 3, 1925	1,085,632	Nov. 14, 1925	1,163,904
,, 10 ,,	1,106,522	,, 21 ,,	1,154,189
,, 17 ,,	1,123,114	,, 28 ,,	1,159,581
,, 24 ,,	1,147,830	Dec. 5 ,,	1,152,350
,, 31 ,,	1,144,722	,, 12 ,,	1,153,731
Nov. 7 ,,	1,153,801	,, 19 ,,	1,154,687

December 26 - **1,155,821**

Yours faithfully,
(*Signed*) FRANKLIN, WILD & CO.
Chartered Accountants.

When you advertise in the "Sunday Pictorial" you are Broadcasting in print.

The week to week circulation figures for the last three months of 1925 are as follow:—

October	4	2,302,691	November	15	2,264,126
,,	11	2,330,959	,,	22	2,390,295
,,	18	2,325,995	,,	29	2,416,983
,,	25	2,308,404	December	6	2,369,046
November	1	2,302,232	,,	13	2,342,761
,,	8	2,268,268	,,	20	2,327,090
			,,	27	2,353,593

The above figures are exclusive of all Free, Voucher, and Complimentary Copies.

The Sunday Pictorial

CIRCULATION WELL OVER TWO MILLION COPIES PER ISSUE

'Phone:
Central 3440 (Seven Lines).

Specimen Copy, Rates and Full Particulars will be sent on application to
SIDNEY D. NICHOLLS
ADVERTISEMENT MANAGER
Geraldine House,
Rolls Buildings,
Fetter Lane,
E.C.4.

Telegrams:
"Sunpicad, Fleet, London."

The GRAPHIC For World-wide Publicity

The Advertiser's Weekly
THE ORGAN OF BRITISH ADVERTISING

The BYSTANDER Pulls For Advertisers

Vol. 49 FRIDAY, JANUARY 22, 1926 No. 661

The Week in Advertising

The Problem of Editorial Publicity — Press Agents or "Publicity Journalists?"—A Lesson from the recent Wireless Joke

INVITATION TO THE N.P.A.

PRESS agents of the undesirable sort were dealt with bluntly and in detail in a series of articles which we published last autumn. We threw the searchlight of publicity into certain dark and secret corners of an unsatisfactory business. The result has been wholesome, and it is a matter for congratulation that an after-effect of our disclosures has been a free discussion of the whole problem at the Aldwych Club, with the case for the honest and decent "Press agent" presented by so distinguished a newspaper man as Sir Basil Clarke.

Several useful purposes were served by the discussion, and perhaps the most useful was the conversion of many of those who would see the "Press agent" completely stamped out to a more moderate view. Mr. Imber and Mr. Walmsley, in the course of the discussion which followed the address by Sir Basil Clarke, confessed that they believed there was a legitimate sphere of activity for the publicity journalist, provided that the safeguards outlined by Sir Basil were enforceable and enforced.

Those safeguards, the ten points in the code of conduct of the Press agent, are admirable. They strike at the root of most of the evils which have grown up round a useful branch of publicity work. They appear to be enforceable. They are, in fact, canons to which the reputable Press agents of the present time already conform. The evils to which we drew attention, and the existence of which Sir Basil Clarke freely admitted, are of recent growth. Their present strength is not great, but they are noxious weeds that would very rapidly overrun the fruitful field of advertising if they are not hoed out. The cleansing of the field is not a matter for the advertising profession alone. The work must be done in close co-operation with the editorial side. We trust, therefore, that the suggestion thrown out during the discussion at the Aldwych Club, that the Newspaper Proprietors' Association should be invited to consider the matter with the advertising bodies, will not be allowed to drop.

THIS WEEK'S PAPER

Problem of Editorial Publicity
Sir Basil Clarke's Code of Conduct

Curious Toy that Became a Great Industry—by John Kerry
Review of "His Master's Voice" Campaigns

Strengthening the Weak Link in the Selling Chain—by Cecil Chisholm
A Significant New Trend in Merchandising

There is always a New Selling Point—by Eric N. Simons

Lord Linlithgow on the Cost of Advertising

Liverpool's Plan for Civic Publicity

And All Regular Features
Ad. News in Brief
Publication Notes and News
Club Notes and News
Letters to the Editor
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

INTELLIGENCE

THE quaint incident of Father Ronald Knox's broadcasting joke last Saturday has its lesson for advertising men. The joke was a burlesque of broadcast news, with such items as the blowing up of Big Ben by rioters and the hanging of a "Minister of Traffic" on a lamp-post in Vauxhall Bridge Road. The "news" was taken seriously by scores of people. Telephones rang furiously in newspaper offices and at the B.B.C. studios all over the country. The fact that there is no "Minister of Traffic," the fact that only a few minutes previously listene s had heard Big Ben chiming seven. o'clock did not stay the mild panic

The lesson may be usefully studied by all who have to prepare advertisements. It should be particularly useful to those who are inclined to the opinion that advertising is not sufficiently "intellectual." It may also be studied with profit by those who use the "fear" complex in their endeavour to sell products.

The incident shows dramatically the lowest common denominator of intelligence and simplicity in the country. It shows that all who have to appeal to the nation at large must reckon with a very simple and unsophisticated public on whom subtlety, when it is not lost, may have a dangerous or at least an undesired effect. A general appeal, a general message will be useless, and worse than useless, unless it is understanded of the people, unless it is written in the vulgar tongue—which does not mean vulgar language.

The finest language is the simplest language. And the simplest language tells the truth most plainly. That is the aim of all who really have a message.

The Problem of Editorial Publicity

Sir Basil Clarke's Scheme for Curbing Undesirable Press Agents—Ten Points in a Code of Conduct

THE after-lunch talk at the Aldwych Club last week attracted a large audience drawn by the announcement that Sir Basil Clarke was taking as his subject "The Problem of Editorial Publicity." Mr. A. Wardle-Robinson was in the chair.

Sir Basil said: "Seeing that almost every item in a newspaper is publicity for someone, or something, the problem of editorial publicity is far from being a new one. But since the war at least, that problem has become more difficult. Owing no doubt to the greater appreciation of the value of publicity by public and advertisers alike, publicity effort has become much more intensive and organised. That of itself would not present much added difficulty to the editor were it not for one additional factor of sinister significance. Not only has editorial publicity work become much greater and more penetrative, but it has also become more insidious.

"An editor's mail bag may any morning reveal, say, an interesting signed article, 'Stag Hunting in the Hebrides,' for which he may pay good guineas, only to find some day that it has been written on behalf of some gun maker, or an agent with estates to let in this quarter.

"Letters to the Editor

"Similarly letters to the editor, having all the appearances of blameless innocence, may be no more than dodges of interested persons using accommodation addresses and even fake names to get free space for some trading commodity or movement.

"How can the activities of the Press agent be controlled? He will always be a potential or an actual danger so long as he is unchartered, frequently unqualified, and uncontrolled. I believe it would be quite practical to draw up and enforce a code, or standard of conduct, for Press agents, which would leave them free to use and develop their useful and legitimate functions and would, at the same time, curb the evil doer.

"First, as a casual suggestion: for the purpose of making a cleaner start, away from all the disrepute into which the term 'Press agent' has fallen, let us invent a new name for him and call him a 'publicity journalist.' The term itself implies the basic qualifications he should have—(1) training as a journalist; (2) training in publicity and advertising work.

"More definite suggestions that I would make are as follows:—

"1. All anonymity on the part of the publicity journalist must go, and with it all camouflaging of the real source from which his copy emanates. All copy must be clearly marked with sender's name and address and the words 'with compliments' or 'no fee' to show clearly that it is publicity copy. No other name or address must be used.

"2. The publicity journalist must guarantee the bona-fides of his client as does the advertising contractor, and must, if called upon, disclose his client's name.

"3. He must deal (in his publicity copy) only with facts and must not comment.

"4. He must not work through subordinate staff journalists without the cognisance of their news editor or editor.

"5. He must not canvass for accounts. His work is of a professional character—his accounts ought to reach him through his own connections or through an accredited advertising agent or consultant.

"6. He must not, for publicity purposes, create 'stunts' that are calculated to deceive either editors or the public.

"7. Work done for trading accounts must, except in special circumstances, be done in conjunction with advertising and not as a substitute for it.

"8. Neither promises nor threats as to the giving or removing of advertising may be made by a publicity journalist. It is understood that his copy is to be treated at the absolute discretion of the editor, on considerations of utility and news value alone.

"9. The publicity journalist's remuneration must be by professional fee and not by piece-rates on results.

"10. He must in no circumstances suggest to a client that his work is or can be a substitute for advertising in the selling of a commodity.

"These are a few constructive suggestions as to safeguards that might be set up by a committee composed of editorial and advertising interests, which I suggest should be nominated by the Newspaper Proprietors' Associations of the country. These suggestions are not in final form, but they would serve as a basis for discussion."

Necessity for Civic Publicity

Liverpool Proposals for Permanent Body—"Advertisement of Towns Has Come to Stay"

PROPOSALS for a permanent publicity body to advertise Liverpool are contained in a report by the Liverpool Corporation's sub-committee on Civic Publicity.

It is proposed that it should be a private body, organised by trading associations, with civic representatives on the Council.

"The necessity for advertising a town in the same way as a manufacturer advertises his products, or a business house its services," states the report, "has passed beyond the controversial stage. There can be no doubt that advertisement, so far as a town is concerned, has come to stay, and that in the next few years every large town in the United Kingdom will have its own publicity department informing the world as a whole of its peculiar and special features. It is most desirable, therefore, that a progressive city like Liverpool should start right at the beginning and, as in many other movements, set an example, and your committee are most strongly of the opinion that Liverpool should create an organisation which will have for its main function the organised publicity of the city as a whole.

"Such an organisation, which might bear some such title as 'Greater Liverpool Organisation' (although your committee realises the difficulty of finding a really appropriate title) would act as (*a*) a clearing-house for all information relating to the city and port; (*b*) a general inquiry bureau for those seeking information about Liverpool; (*c*) a distributing centre for propaganda and information likely to encourage new industries; (*d*) an instrument for preparing maps and plans, collecting information concerning transport, power, labour, and other services, and for preparing booklets of special interest to those industrialists who might be attracted to the Merseyside; and (*e*) a permanent organisation for co-ordinating efforts for furthering the port's prosperity, such as civic weeks, exhibitions, and combined publicity efforts of varying character. Its works would be complementary to that of other organised bodies working for the advancement of the city, but it would function differently inasmuch that it would operate for the benefit of the community as a whole, uninfluenced by sectional pressure. It would have wide access to information, and the great freedom of negotiation enjoyed by a semi-official body.

"The machinery for conducting this organisation should, in the opinion of the committee, be in private hands, supplemented by the presence of representatives from Corporation Committees directly interested.

"Your Committee feel that it is better that the various trading associations interested in the development of the city should be directly responsible for the control of an organisation of this kind. A list is attached of associations and other bodies whose co-operation is in our opinion essential, and it is suggested that they should be approached, through the Lord Mayor, with a view to securing their co-operation and financial support for an organisation on these lines. We propose that funds to secure its upkeep for a period of five years should be sought, in order to ensure the working out of a detailed and progressive plan."

A Curious Toy that Became a Great Industry

How Consistent Manufacturing and Advertising Policies Built Up the Gramophone Company—An Effective Dealer System

By John Kerry

A LITTLE dog listening with cocked head to an old-fashioned gramophone. Beneath, the phrase, "His master's voice."

Of such homely material is built what is probably the world's best known trade mark. Around it, in a brief quarter century, has grown up a vast business enterprise with world-wide ramifications. For the little dog has been backed by the right goods and effective and courageous advertising from the days when the talking machine was nothing but a curious toy. "His Master's Voice" was the first talking machine to be advertised. It was, indeed, the first gramophone, for the manufacturers coined the word "gramophone" and incorporated it in the name of the company.

Boldness has always been the keynote of the "His Master's Voice" selling policy. The Gramophone Company—or, as it then was, the Gramophone and Typewriter, Ltd.—was one of the first advertisers to use the *Daily Mail* front page. That was on December 3, 1902. It was an educational advertisement with the heading, "The gramophone should be in every home," and, perhaps with slight revision as to type, it could be O.K.'d to-day without misgiving.

A bold pioneer—and even as the "Is England done?" brethren reverently don crape the Gramophone Company's 20s. shares stand at 55s. A few years back they stood at 26s., and last year at 32s. An eloquent testimony to progressive methods.


Daily Mail.

THE GRAMOPHONE SHOULD BE IN EVERY HOME.

THE GRAMOPHONE

GOOD MUSIC AND THE GRAMOPHONE

ELEVATE YOUR HOMES

INCREASE YOUR KNOWLEDGE OF MUSIC

EDUCATE YOUR CHILDREN

ENTERTAIN YOUR GUESTS

BALLAD CONCERTS AT HOME

THE VARIETY STAGE and THE HOME CIRCLE

REVISED PRICE LIST

"MONARCH JUNIOR"

RECORDS

THE GRAMOPHONE & TYPEWRITER, Ltd.

One of the earliest full front pages in the "Daily Mail"

Wireless broadcasting has led to a boom in machines for music reproduction, and branded and advertised articles have secured the bulk of the resultant business. It is proved by the manufacturers and confirmed by the dealers that when listeners-in like a song or tune that is broadcast they make a note of it and buy a record, so that they may hear it whenever they choose.

Consumer advertising of the Gramophone Company is divided into four parts.

First, the gramophones themselves are advertised. This section of the campaign has recently concentrated on a new model. "Listen to the bass!" has been made the major selling point, for it is claimed that the bass parts, previously confused in reproduction, are given their true tone and value by the new machine. At the same time, the "educational" appeal is not neglected and the public is constantly reminded of the general claims of the gramophone to a place in the home.

The second section of the campaign deals with records. Very comprehensive plans are made to create and meet an enormous demand for new records of all classes. A complete catalogue is published every year, and each month supplements, giving particulars of new records, are distributed through "His Master's Voice" dealers. Regular distribution of these lists throughout Great Britain has done much to stimulate business in new records, and the lists are generally supported by generous newspaper displays announcing the big features of the month's records. "Music Notes," by an authority, are contributed to the monthly lists, and last year an interesting series of newspaper advertisements was run in which "Notes" were given as well as a list of selections from the monthly catalogue. Practical interest in the new issues was thus engendered in the musical public and a better appreciation of the significance of some of the leading works recorded was given to those whose musical understanding was less advanced.

The sale of records provides a constant revenue to the manufacturers of gramophones after the first sale of the instrument has been effected. While it is safe to say that about 50 per cent. of the demand is for dance records, there is also a growing call for great musical works. Advertising of the dance records has been brightly done, while dignified and appealing displays have fostered the demand for classical productions.

Always the production departments have worked in the closest co-operation with the selling side. When the com-


Do you Dance?

"His Master's Voice"

The Savoy Orpheans — Jack Hylton's Orch.
Savoy Havana Band — Waring's Pennsylvanians
Paul Whiteman's Orch. — Jack Shilkret's Orch.

only on "His Master's Voice" Records.

"Greatest Artists"—Finest Recording!"

THE GRAMOPHONE CO. Ltd., Oxford St., London, W.1.

One of the dance record advertisements of recent date


Waiting to play for you!

"His Master's Voice"

"Greatest Artists" and the Finest Recording!"

THE GRAMOPHONE CO. LTD.

An "artist" appeal in which a great master is introduced into the home

plete score of Madame Butterfly was produced, for example, in an album of records, a strong selling point was made by including in the album the complete story of the opera with the index number of the record covering each incident given in the body of the text. This enabled buyers to turn up immediately the record or records covering a favourite scene, and added a strong point to the sales argument.

The third section of the campaign advertises the great artists featured on "His Master's Voice" records. The Gramophone Company is particularly enterprising in this regard, and their "artist" advertisements appeal to a discriminating musical public.

The School Market

These three parts of the selling plan —(1) gramophones, (2) records, and (3) artists, are frequently co-ordinated in one advertisement, as is natural, but the fourth part is really a campaign in itself. It is aimed at the school market, and as a result of its efforts gramophones are used for educational purposes in many British schools. This comparatively new market has been well tilled by attractive reason-why advertisements linked up with the renewed national interest in folk songs and dances.

The dealer policy of the Gramophone Company is particularly comprehensive. 'His Master's Voice' machines and records are sold only through special agents, who are not appointed till the company is satisfied that they can give the necessary service. Sole agencies are not granted, but the selection of dealers is carried out on a rigorous plan, even such points as the acoustics of the audition room or rooms being taken into consideration. Mutual satisfaction for buyers, for a good class of retailer, and for the manufacturing company is thus assured.

Regular personal contact with all the appointed agents is of course maintained, and, in addition, there is a monthly house organ, *The Voice*, which circulates among the salesmen and dealers. A page in each issue of the magazine is devoted to the month's advertising, so that its work may be always understood and appreciated.

Suiting all Tastes

All the dealers receive an early edition of the monthly list of new records. Many of them have compiled specified lists of customers—detailing those who always like and are prospective purchasers of Wagner's works, those who will appreciate a new Paderewski record, and so on—and this early list enables the dealers to circularise these prospects in good time. Also, the dealer is able to get delivery of the new records by the time the lists reach the public.

The ever-popular window-dressing competition has met with a ready response from "His Master's Voice" dealers, and contests are now an established feature. Always the company decides the subject to be illustrated by the windows—it may be general, like "dancing," or particular, like "Madame Butterfly"—and entrants are required to send in photographs of their work.

A recent special effort in which the dealers co-operated was the publication of a handsome book entitled "Opera in the Home." It contained the stories of practically all the greatest and best known operas, together with the index numbers of records pertaining to them.

Good will is the basis of the success of the Gramophone Company. It has been built up among the public by years of advertising in which every display has been linked up by the unforgettable trade-mark and among the trade by a consistent selling policy.

The Press publicity has been handled for many years by the Holford Bottomley Advertising Service, Ltd.

Advertising Lowers Price of Goods

Lord Linlithgow's Notable Review of the Effects and Benefits of Publicity

"IT is necessary for every commercial man to make himself perfectly acquainted by extensive and effective research with the whole subject of advertising from the consumer's outlook."

This was one of the conclusions of the Marquis of Linlithgow, a director of the Bank of Scotland, in an address to the Edinburgh Chamber of Commerce last week.

Lord Linlithgow said that in investigating certain branches of the machine of distribution in this country he had to attempt some inquiry into current views upon the economic and social aspects of advertising. Marketing had been the subject of much close attention in the United States, and he hoped that we, as a nation, were not neglecting this subject. We certainly could not afford to neglect it.

£50,000,000 a Year

He had made some attempt to obtain an estimate of the total annual expenditure on advertising in Great Britain. Guesses would be a better word. He was inclined to think that £50,000,000 was near the mark. Whence came this £50,000,000? Was it, from the public point of view, money well spent? On those issues the economists were to some extent divided. Some would have them believe that advertising was, in the main, anti-social, wasteful, and demoralising. Those pictured the hapless consumer paying the whole cost of advertising, and, at the same time, suffering himself, as a result of the advertisements, to be crammed with the goods that he did not want. He suspected that the picture of advertising forcing the consumer to buy what he did not want was easily overdrawn. His slight experience led him to suppose that the consumer in the long run was pretty well able to look after himself. They would be wise to receive with caution any suggestion that the producer-advertiser was a tyrant of limitless power.

What did people mean when they said that the consumer paid for advertising? If the cost of advertising was an element in the price structure of distribution, then he agreed with them. But if the suggestion was that the consumer invariably paid more for his goods than he would if those goods were not advertised, then most of them would controvert any such generalisation. No doubt when the limit of maximum consumption was reached, advertising might be a charge upon the consumer, but were advertising to cease in such cases, volume would diminish, costs would rise, and selling prices would follow.

Some Benefits

In the present state of knowledge the matter was not capable of proof, but there seemed good ground for presuming that on the whole advertising had more often cheapened goods than it had rendered them dearer. And—this much was certain—advertising had made available for the whole community goods which, but for advertising, would to-day be either a luxury for the few or would be altogether unknown. But advertising had served the consumer well in other ways. It was, in a sense, the parent of standardisation, and of the branded article, which in many lines was the consumer's only guide or guarantee of quality.

Again, advertising widened the consumer's choice, and was an infinitely less expensive method of offering goods than was lavish display, with an important increase of the number of salesmen employed. Advertising had to a certain extent annihilated distance, and had placed the widest range of choice before the inhabitants of the more remote parts of the country. Advertisements, he was inclined to think, were a far more important influence in the complex of our environment than many persons supposed. They stimulated interest and ambition, and they hastened the process by which the luxury of to-day became the necessity of to-morrow. The realisation of a new want was a powerful stimulus to increased economic effort. Psychologically, the ultimate consequences of present-day advertising might cut much deeper into our habits of mind than many persons supposed.

He submitted that the present state of their knowledge warranted them in assuming that, on balance, advertising was in the interest of the consumer and of the community.

"The Square Deal"

An educational advertisement on advertising, entitled "The Square Deal," occupied the front page of the *North Cheshire Herald* on Friday. At the bottom of the page was a list of local and national advertisers who guaranteed truth in their announcements, honesty in their dealings, value for money, and satisfaction or cash returned in full.

Strengthening the Weak Link in the Selling Chain

Wholesaler Co-operation—A Significant New Trend in Merchandising—The Present Situation Analysed

By Cecil Chisholm

"THE goods are right; our marketing plan is sound, you will admit our advertising is first rate; yet sales are sticky . . .

"What's the trouble?"

"Need you ask!" "The wholesaler, as usual. Puts not an ounce of energy behind us. Go and tell him so . . . . the same old arguments are trotted out."

"'We are pushing your line specially.' Then in the very next breath, 'Of course we handle so many lines that, er . . . it's a little difficult for our travellers always to remember your particular article.', And there we are stuck fast!"

You know the story by heart. We hear it so often, even more often than usual in these days. For the price we pay for "the inevitableness of gradualness" has risen so amazingly, that it has made some marketing men put on their thinking caps. In many trades the elimination of the wholesaler from the marketing plan is impossible. Briefly he can't be eliminated. To market many lines in the grocery and dry goods and the hardware trades, to name only three, you must use the wholesaler.

New Conditions

At the present moment, may I add, the wholesaler is particularly alive in those trades where he performs a real service. In fact, he is considerably livelier than usual. Certain new conditions affecting merchandising have played into his hands. The smaller and more enterprising men are making wonderful use of their opportunity.

These new conditions are scarcely enough appreciated.

For one thing the war taught the average shopkeeper something of the blessings of rapid turnover. From sheer necessity he became skilful in the art of stock cutting. "Small stocks and quick turns" became his motto. The economy of the scheme was only equalled by its safety. To some extent it has cut the speculation out of retail ng.

The logical sequel to the new trend of retail practice is clear. It is hand-to-mouth buying. And who can oblige in this so well as the up-to-date young local wholesaler, with his daily motor delivery service?

The cheap motor lorry has added the last touch to the wholesaler's new found felicity.

It has also tended to speed up his entire methods of doing business. You can scarcely succeed in organising the delivery of 'phoned orders for half-grosses daily over a forty or fifty mile area on a Victorian organisation. Realising this the pushing local wholesaler has cleared out his bound ledgers, his wire account spikes and his old shelving. He has installed in their places card indexes, loose leaf books, filing cabinets, adding machines and labour-saving devices of all sorts.

Added Responsibilities

He needs them all, believe me. For his responsibilities under the new regime have increased. Often he must carry a wider range of goods, frequently re-ordering in order to give immediate delivery of goods in fresh condition. He has to organise and control a costly and complicated motor fleet. He requires an office organisation larger, abler and better organised than before. While his bills may be met more promptly by the retailer, his credit losses are probably higher than before the war. Competition within his own trade has intensified a hundredfold. We may pass over his worries with big customers who prefer to buy direct and certain manufacturers who quite ignore him.

All these various stresses and strains from within and without coupled with new opportunities have tended to tighten up the wholesaler's organisation. He too is a demon for "low stocks and quick turns." He finds that the manufacturer is giving him (perforce, if you will) a place in the sun. And he is beginning to realise that his future lies in the better distribution of branded goods rather than in poaching on his client's ground with his own proprietaries.

On the other hand the manufacturer (with a few happy exceptions) is suffering severely. The small man is particularly short of money. He appreciates the way in which the progressive wholesaler is saving him from holding excessive stocks. He needs every halfpenny of his credit more than ever. And yet—his selling costs are too high. Where the wholesaler took 5 to 10 per cent. on staples and dry goods before the war he may be taking anything from 12½ per cent. to 22½ per cent. to-day. Where he took 10 to 12½ per cent., he may now demand 15 to 30 per cent. And the retailer has left his 20 to 23 per cent. apparently for ever; 30 to 33⅓ per cent. is what he wants and he usually gets it, if not more! The manufacturer *in any line* whose selling costs are below 50 per cent. of his retail price to-day is exceptionally lucky.

No wonder that he is beginning to *think* about what he gets for the wholesaler's price. The time for general, vague complaint against the wholesaler has passed. The efforts to eliminate him are successful only when he fails to perform an economic function. What is to be done about him elsewhere?

This is the problem to which some of the first-class brains in marketing both here and in the United States have been seriously addressing themselves. So far the results have been encouraging. A flood of light has been let in on the subject. New methods are being evolved—some of which I have tried personally with success—which do give the result desired, more efficient wholesaler co-operation. So far I think it is a case of "honours easy" in the results obtained on either side of the Atlantic, considering the greater difficulties over here.

A little thought on the subject yields one obvious conclusion to those who know any wholesale trade at first hand. The buyer, whom we meet in arranging purchases, is *not* the man who sells our goods to the retailer. Nor has he the same point of view. Very often his actual knowledge of the shopkeeper's habits of thought is extremely superficial, if not non-existent. (I except, of course, the very small local wholesaler who often has an amazing knowledge of both sides of the counter.)

Talks to Travellers

Why not arrange a sales talk with the wholesaler's travellers? Why not indeed? I well remember the look of the first agent to whom I broached the suggestion.

The average wholesaler has a firm conviction that no one but himself should talk to his men at any time. However, that prejudice *can* be overcome. But it involves quite a lot of hard work.

One of those who has blazed the trail in this direction is Mr. E. G. Stranz, the General Manager of the Kraft-Maclaren Cheese Co., Ltd. Let me give his experience in his own words:

"In one instance in Scotland we had been of assistance to a wholesaler. In return we asked him if we could

give a sales talk to his travellers. He very reluctantly consented. Although the meeting was only supposed to last ten minutes, we took an hour and a half. When the meeting was over, he asked us when we were returning to Scotland as he intended to have all his salesmen brought into headquarters for a talk.

"The average wholesaler's buyer does not tell our salesmen his difficulty in marketing. But these salesmen speak from actual contact with the customer. Hints are often received which help to change our policy. We have closer co-operation with the wholesale trade in general.

"Some few months ago one of our customers in the North of England after a lot of persuasion decided to have a sales-talk. After the meeting was over he told his men that in future every Saturday morning a manufacturer would give them a talk!

"If a sample of the product is given to those at the meeting the salesman takes it home, gives it to his wife. Usually a discussion takes place over the table. Naturally he wishes to impress his wife, so he probably goes over the whole of the sales talk which he has heard.

At Home

"On the road he is pleased to tell the customer that he has such and such an article on his own table—a convincing selling point, especially as usually the wholesale traveller is a friend."

In this case, as in others, sales have invariably followed a sales-talk with the travellers of a wholesale house in any given area.

With the same end in view, Messrs. Robt. Ingham Clark & Co., Ltd., the big paint and varnish people, have just concluded a three-days' sales conference at their works in Stratford. As this represents probably the most elaborate and far-reaching effort yet made in this country to secure better wholesaler co-operation, I shall defer consideration of it until another occasion.

To an American house belongs the credit for quite the most dramatic effort to solve the problem. A few weeks ago the Black & Decker Manufacturing Co. of Baltimore put a motor-coach on the road to act as a sort of school for the wholesaler's traveller. This concern makes automatic tools, a range of which are carried on board the motor-coach.

Appointments are made with wholesalers along a definite route. When the coach drives up to the wholesaler's door, his travellers are waiting, they jump in and are whirled away perhaps a dozen miles out of town. The coach pulls in at a quiet spot and a mechanic commences to demonstrate the tools in action. An advertising man is on board to add selling talk to the demonstration. Inside the coach is fitted up like a Pullman, with comfortable armchairs, smoking facilities and every comfort. The eight salesmen carried can therefore sit back and enjoy scenery or demonstration at their ease. A point which appeals to the salesman perhaps more keenly than to most other folk!

Round the Shops

An easy life for that advertising man, you remark. Not quite. For after the demonstration the coach proceeds to make a tour of the wholesaler's customers. The travellers may choose to accompany it. At each shop the advertising man puts in a show, and often a window display of the line. The retailer is himself invited to come out and see a demonstration of the tools in the coach.

While machine tools are largely sold direct in this country, there are a number of other engineering lines in which such a scheme could be used with success. Its advertising value alone in many trades would be a distinct asset.

Perhaps its chief value lies in the unique opportunity of contact with the wholesaler's traveller which it offers. The scheme guarantees attention for the explanation of the most elaborate model or the most tortuous of sales-talk. Nor can it be difficult to lure the travellers out for such an unusual trip!

About this point someone may burst forth—"Yes, but what about advertising? Wouldn't publicity help?"

Well, one big American Textile house, M. C. D. Borden & Sons, think that it would. During the last few months this great concern has begun to advertise to the consumer for the first time in its hundred and thirteen years of selling.

At the same moment the company has made a striking departure in trade publicity. It advertises its belief in the economy of using the wholesaler distributor with double page spreads in the retail trade Press. Obviously this to *reclame* the retail trade is going to soothe the wholesaler. It may even stimulate him. Bordens are telling the trade how it believes in the men who handle its goods. Also it very neatly puts "up to" the wholesaler to co-operate with the house which is paying good money:

(*a*) Not merely to bring its goods to the consumer's eye,

(*b*) But to bring the wholesaler's service before the fractious retailer.

Certainly these double pages will offset the shock of a famous house's first plunge into consumer advertising.

The "copy" for this series is exceptionally interesting, and the following sample is worth digestion by those who face the present problem.

"In co-operation lies profit for both. The wholesaler and the retailer are mutually engaged in the same great task—moving the goods that America needs from the places where they are made to the places where they are wanted, at the *time* they are wanted.

Co-operation

"In textiles alone, the wholesaler and retailer are responsible for the timing and movement of more than seven billion dollars' worth of goods annually.

"The profits of the wholesaler and the profits of the dealer in this movement of merchandise depend to a large extent on how well they work *together*—and how well *both* put their shoulders to the great wheel of commerce.

"Consider this specific instance! If the mills held up the production of fabrics until the dealer actually wanted them there would be a sudden shortage, and the dealers could get neither quick deliveries nor favourable prices. The wholesaler must, therefore, *anticipate* the needs of his customers, and analyse their future requirements as to quality, style and prices. By doing so he makes it possible for the mills to produce goods economically, and for the dealer to get the goods when they are needed.

"The dealer in his turn can co-operate by studying his needs and keeping the wholesaler informed of them. Because he is the point of contact with the public, the dealer can sense *in advance* the changes that are taking place and the new demands that are springing up in his market.

"By reflecting these back to the wholesaler, who in turn transmits them to the manufacturer, the dealer makes the production and distribution of fabrics more efficient and more profitable.

Put Ideas in your campaign

It sells in the home



WOMEN READ The Times

TAKE the small advertisements—the Births, Marriages and Deaths, the Personal Column, the Domestic Situations, the Social announcements. Or take the columns devoted to Fashion, and to the advertisements of the big West End Stores. Or again, the Picture Page, or the Amusement columns. . . . . .

Every issue of The Times contains abundant evidence that women form a large proportion of its readers.

THE ADVERTISEMENT MANAGER,
PRINTING HOUSE SQUARE,
LONDON, E.C.4.

Ad. News in Brief

Advertising Association's Guests—Staff Changes and Appointments—New Managing Director of "Scott's Emulsion" Firm — Another Yorkshire Agency

Advertising Association Banquet

Preparations for the inaugural banquet of the Advertising Association next Thursday at the Hotel Victoria are well advanced.

It is expected that between 500 and 600 people will be present, representing not only advertising but all the principal trades and industries of the country.

Lt.-Col. E. F. Lawson, the President of the Association, will be in the chair, and among the speakers will be Sir Eric Geddes, Lord Birkenhead, Mr. Philip Benson, and Sir William Berry.

Those who have promised to be present include Sir Ernest Benn, Sir Harold Bowden, Sir Harry Brittain, Sir Woodman Burbidge, Lord Burnham, Lord Leverhulme, Sir Edward Iliffe, Sir George Lawson Johnston, Mr. C. A. McCurdy, Sir Thomas Royden, Sir Sydney Skinner, Sir Charles Wakefield, the Earl of Denbigh, and Col. the Hon. F. Vernon Willey.

New Appointments

Mr. Noel Thomas has been appointed to the advertisement staff of the *English Review*.

Mr. Howard Duffield, who has been in charge of the Motor section of the advertisement department of the *World To-day*, has now succeeded Mr. J. C. Prichard as Advertisement Manager.

Mr. Donald Elcox has been appointed Advertisement Manager of the *New Health Society Bulletin*, the first issue of which was published on Tuesday. Formerly Secretary of the Publicity Club of London, Mr. Elcox carries the good wishes of many friends in his new duties.

Wireless Change

Mr. W. G. Beadle, late of Messrs. Burndept Wireless, Ltd., has joined Messrs. A. J. Stevens' publicity department as assistant publicity manager. It will be remembered that Mr. N. Dundas Bryce (publicity manager of A. J. S.) and Mr. Beadle worked in conjunction for nearly two years in the Burndept organisation.

Mr. Goodwin's New Post

Mr. E. Harold Goodman has been appointed Advertising Manager to the Anglo-American Oil Co., Ltd., Queen Anne's Gate.



Mr. E. H. Goodman

For more than 14 years he has been connected with Icilma, working in intimate association, on the advertising and selling side, with Mr. L. H. Hartland-Swann, C.B.E. During the war he served in Flanders with the London Rifle Brigade and later with the Artists' Rifles. Since his demobilisation he has acted as Icilma's advertising manager.

In 1914 he won the gold medal for copywriting—open competition—having secured the silver medal in the previous year.



A relentless onslaught is to be made on the taxpayer in order to find the £100,000,000 needed by the Chancellor of the Exchequer by 5 April to balance his Budget.

The "Sheffield Mail" cartoonist last week found inspiration in the Stone's Ginger Wine slogan invented by E. W. Barney, Ltd.

Presentation

Mr. Arthur Johnson, who has relinquished his position on the advertisement staff of the *Yorkshire Evening Argus* and joined the staff of the *Newcastle Chronicle*, was the recipient of a handsome striking clock subscribed for by members of the *Argus* staff. The presentation was made by Mr. Bennett Williams, the Advertisement Manager.

Larger Premises

Owing to the increasing volume of work being placed by Outdoor Publicity, Ltd., they have removed to larger premises at Aldine House, 10, Bedford Street, Strand, W.C.2.

"Scott's Emulsion" Chief

Mr. George Naylor has been appointed Managing Director of Scott and Bowne, Ltd. (Scott's Emulsion), in succession to the late Mr. Thomas Hinds.

Mr. Naylor at one time held the Manchester Scholarship, was "Square" medallist in Pharmacy, 1904, and served as chemistry demonstrator in the school of the Pharmaceutical Society. After leaving Pharmacy, Mr. Naylor adopted advertising as a profession, and after agency experience entered the services of Scott and Bowne as Sales Publicity Manager in 1912, being elected to the Board of Directors in 1920.

New Hull Agency

Mr. Harry Harvey, late managing partner of Goddard's Advertising Agency, Mytongate, Hull, through dissolution of partnership, has now commenced business for himself under the style of Harvey's Advertising Service, Bank Chambers, Scale Lane, Hull, and will be pleased to receive rate cards and specimens.

Publicity Arts Carnival

The annual carnival dance organised by Publicity Arts, Ltd., at Prince's Galleries for February 5 will offer one or two interesting surprises to those present. There will be prizes for the most original costumes and two first-rate bands have been engaged. We are informed that the London Press Agency is not connected with the organisation of the carnival.

Mr. R. R. Hedley's New Post

The appointment which Mr. Robert R. Hedley has taken up in Hull is that of Assistant Manager of the *Eastern Morning News*, *Hull Evening News*, and *Hull Weekly News*.

Mr. Hedley is well known in advertising circles as Entertainments Officer at the International Advertising Convention, and more recently as Organising Officer at the first British Advertising Convention at Harrogate. He was in charge of the Advertisement Department of Associated Newspapers, Ltd., in Manchester, prior to the outbreak of war.

Captain G. A. G. Young

The new Advertisement Manager of the *Illustrated London News*, Captain G. A. G. Young, was on the staff of the *Times* before he joined the Big Six. He was educated at Cheltenham and Sandhurst and served in the Army during the war in France, India and Mesopotamia.



Capt. G. A. G. Young

An Indian Tour

Mr. W. T. Day, the London Manager of the *Pioneer* and *Civil and Military Gazette*, sailed for India last Friday, and will be on tour for the next few months. During his absence the control of the London Office of the Pioneer Press of India will be in the hands of Mr. P. C. Knott.

FACTS AND SIMPLICITY

The most effective advertising is that which sets forth facts. And facts are more convincing when put simply.

We have long proved that the public is literal minded. Advertising cannot be too explicit. Advertisements are not expected to provide great art or fine rhetoric but to give a simple, interesting and truthfully convincing statement and presentation of the product.

Our aim is "to sell"—not merely "to show."

MATHER & CROWTHER LTD.

Modern Advertising

10-13, New Bridge St., London, E.C.4

We welcome any opportunity to acquaint business men with details of the Mather & Crowther Service. We invite them to come and see how we do things.

There is Always a New Selling Idea

Finding Fresh Advertising Angles for Old Products—How Technical Advertisers have Solved a Vital Problem

By Eric N. Simons

ONE of the most frequent and depressing things in an advertising man's experience is the seeming exhaustion of all his ideas about the product.

Particularly is this the case when the goods advertised are of a highly competitive character, because this means a certain restriction of the available arguments. You cannot build up a campaign around a certain selling point if your rival is at that moment using the idea.

This temporary exhaustion may come soon or late—that depends on the product—but come it does. Under its influence the advertising man is tempted to believe that everything has been said that can be said; that there are no new selling ideas, and that the only thing to do is to go over last year's advertisements, or those of the year before, bring them up to date, and reissue them. But in reality there is no limit to the selling ideas for any product, though there may be—and often is—a limit to the imagination of the advertising man himself.

Variety can be found

For example, take tool steel. There are dozens and dozens of tool steel manufacturers, English, American, and Continental. They all advertise; some well, some badly. They all employ one or other of the selling arguments implicit in the nature of the steels they make. To find a new idea for selling tool steels seems impossible. But it is not.

Take an Edgar Allen advertisement headed: "The Right Steel for Every Tool." It makes capital out of the fact that one firm makes over thirty different kinds of tool steel.

Possibly, of course, there are other firms who manufacture more than thirty kinds of tool steel, but the point is that they do not say so, or if they do, they do not say why and what advantage this is to the buyer.

Then there are files. Files are among the most difficult things in the world to advertise because they are one of the oldest forms of tool in the world. There are something like three hundred and seventy file manufacturers in Great Britain alone, and quite three hundred of these turn out first-class tools. Between one first-class tool and another there is practically no difference. Hence the difficulty of advertising a particular make successfully.

Co-operative
Advertising
for
British
Insurance.

Owing to pressure on our space this article is held over until next week.

Yet one file manufacturer in the space of a single year found one selling idea and two new sales arguments around which a campaign was built that kept his machines busy at a very slack period.

His selling idea was this: "The engineering trade is slack. Orders are coming in in mere driblets. How can I sell more files? Advertising alone won't do it, because there is not the business there to create. I cannot capture the small ironmonger's trade, because their orders don't pay me; they are too small and the financial risk is too great. But there are hundreds and thousands of folk who use an assortment of files—garage-owners, amateur mechanics, model engineers, owner-drivers, boys with a mechanical bent, men with a private workshop, and so forth. If I could get these to buy from me direct, sending cash with the order, it would pay me. But what would make them take the trouble, when they can get a dozen files by just going round the corner to the local hardware shop? Only giving them something they could not otherwise get."

This was the reasoning that led ultimately to the placing upon the market of a file set consisting of ten different files, two of them specially made with a different cut on each side, thus giving the advantages of four separate files for the price of two. With the files were included a stout wooden rack in which to keep them safely and tidily; ten strong handles; a wire brush for cleaning the files; a booklet of hints on filing; and a stiff leather board box that could be used if desired. The whole set, neatly varnished and labelled, retailed for very little more than the cost of the ten files alone.

Teeth and Mud

The selling arguments were as follows: (1) Since files were so closely alike, whoever made them, it was worth while to advertise something not actually the product itself, but closely connected with it. Thus, an educational "trade mark" appeal—"Every Tooth Bites When the File is marked 'Stag'"—proved highly successful.

(2) Attention is turned to an ingenious manufacturing process—"Cleaned By Mud."

This case of files shows how absurd it is to argue that copy ideas for even the most commonplace and competitive product can ever be exhausted. Here are a few more examples of new advertising arguments for highly competitive and widely advertised goods:

"*Drills that help the machine.*"—A sound argument that when a twist-drill works efficiently, it relieves the strain on the drilling-machine.

"*The Steels that made this photograph possible.*"—An aerial view of a huge steel works, with an argument that only the successful development of special alloy constructional steels by this firm and others made the aeroplane, and so the aerial photograph possible.

"*Are Blank representatives necessary?*"—A machine maker argues that a visit by his traveller means practical gain to the works manager or buyer, and gives solid reasons why.

"*Eighteen railway lay-outs that were never made.*"—An argument that eighteen replace lay-outs were saved by using one made from a special material.

Advertise to the Workers in the
World's Pictorial News
The Paper that goes out of the beaten track

RATE REDUCTIONS

in the Harmsworth

Fashion Monthlies

"Fashions for All"
"Home Fashions"
"Children's Dress"

Ordinary position rate in each reduced from

£60 to £50 per page.

Facing-matter position rate reduced from

£70 to £55 per page.

These reductions take effect with the issues dated April, which go on sale in March.

Do you insist on Net Sale figures for all fashion periodicals in which you advertise? If not, why not?

W. B. Robertson,
Advert. Manager,
The Fleetway House,
London, E.C.4.

A Short Intimate Talk Broadcast from the YORKSHIRE EVENING POST.

ABOUT EXTENSIONS.

IN our last, we indicated that we are again grappling with the problem of extending the head offices in Leeds—for the accommodation of another octuple rotary press and additional plant for our papers.

A new wing is rearing its lofty head. It will have six floors and a basement. When designed twelve months ago, it promised to give us all the floor space we seemed likely to want for ten years to come. Now, looking back on 1925, we see growth of business and new possibilities that raise doubts. Our apparent surplus of room will disappear, we fear, much sooner than we expected.

Fortunately, the resources of our site are not yet exhausted: it is comforting to contemplate adjoining buildings, now let off for shops and offices, that can be merged when required. But our problem is that of all progressive newspaper firms—how to extend while preserving compactness. You must have departments in relation one to the other, so that the work may flow smoothly and quickly to the desired end—the publishing-room. Extensions sometimes make this difficult without a gigantic upheaval that seriously impedes production.

The heroic way is to acquire another site, building and partially equipping afresh. The Americans do this, and some day we may be forced to follow their example, but we shall cling to our present central site so long as we can.

We have a fine office, admirably equipped to produce newspapers which are of the best in the provinces. It is a show place to which we admit almost daily, parties of visitors (members of trades unions, friendly societies, educational bodies, business societies, etc.) who wish to see the modern processes of newspaper production.

This is frequently inconvenient. Yet it is the penalty of success, and our reward is that the favourable conditions under which the work is done will be noted, and, the finished product being scrutinised with added care, will bind to us old friends and bring new ones.

Men and women interested in advertising are heartily welcome at any time. Especially if they will let us demonstrate what all Yorkshire already knows, the essential soundness and economy of the *Evening Post* as an advertising medium!

Leeds: Albion Street. Doncaster: Scot Lane.

"*Steel makers by four processes.*"—An argument that the manufacturer's experience gained in making steel by four processes (an unusual thing) is of inestimable value to the buyer.

"*To thirty-seven of the world's great railways.*"—An argument for a product based on the prestige and importance of the firms already using it.

"*Behind Smith products.*"—A series of advertisements giving the photographs and an account of the training and experience of the production staff at the manufacturer's works, the argument being that a staff so highly skilled cannot produce any other than good work.

"*Who pays for service?*"—An argument that better business pays the advertiser for the seemingly generous and uneconomic trouble he takes to ensure satisfaction for his customers; thereby disarming suspicion and subtly rubbing in the amount of service he gives.

Enough has been said to indicate how wide are the fields that may be tilled for ideas. It must be remembered that the advertising man's own breadth of imagination, range of interests, and fund of experience and knowledge, are the tools with which this tilling can alone be effected. Without these tools, or with those of inferior quality only, he will do little. His time of exhausted ideas will arrive very quickly, and he will perhaps never escape from it except down those dirty and well-trodden stairways of "output and economy," and their like.

Mutagraph in Manchester

A MUTAGRAPH sign has been erected at the top of a building in George Street, Manchester, facing busy Piccadilly, and dominating a large open square.

The Mutagraph is a huge electric sign 44 feet long and 15 feet high, on which appear and disappear a succession of messages. By day the words appear in two-feet snow-white letters on a black background, and by night they are formed of electric lights, some 1,200 high-power electric lamps being employed. The sign will work for 14 hours a day in Manchester.

A special attraction has been given to the Manchester Mutagraph, for Allied Newspapers, Ltd., have contracted to take one-third of the sign, and important news items will be flashed across it by arrangement with the *Daily Dispatch* and *Evening Chronicle*. Within little more than a minute after a piece of news has been received over the telephone by the electrician controlling the sign, the news can be printed in Mutagraph letters legible a quarter of a mile away.

The Mutagraph, which is controlled by Walton Harvey, Ltd., is the invention of a London electrical engineer. He has already taken out patents in more than 40 countries. Its most remarkable advantage is that it is equally effective by day or night. Each of the honeycomb cells is fitted with an electric bulb, covered with white translucent glass, and it is by means of combinations and variations of these "eyes" that letters are formed. At night the lights give a clear, dazzling brilliance to the letters, by day they are picked out on the dark background by the white "eyes," and a reflecting device behind each catches every ray of daylight and sends it back to give added brilliance to the sign. An announcement can be changed several times a minute, not only by a complete "black-out," but by a gradual rearrangement of the lights.

Ambitious Illuminated Signs



Illuminated signs on an elaborate scale were effectively used by Lewis's, the midland and north country departmental stores, at Christmastide.

In the sign erected on the Liverpool branch, of which we show a view, 10,000 Osram 20-watt sign type colour sprayed lamps and seven miles of wire were used. Six men were engaged for ten weeks making up the sign, and ten men were engaged for three weeks placing it in position.

The total load was carried on 3-phase, A.C. current, the sign being balanced on the three phases. The sign was 240 feet long, by 30 feet at its highest point. White, red, orange, yellow, green, blue and flame tint lamps were skilfully blended together to form a highly spectacular picture. On each of their Birmingham, Manchester and Liverpool establishments Lewis's featured this, and similar signs—notably the animals entering the ark—at the Christmas seasons of 1923 and 1924.

In Farming, the Trade Paper is the Home Paper.

In the Farmer's Home there is no Garage Difficulty.

Naturally a horse-lover, the farmer now finds the car a necessity, as the motors in every country town on market day demonstrate.

This valuable market is completely covered by the

Farmer & Stock-Breeder
AND
AGRICULTURAL GAZETTE

The Trade Journal of England's greatest single industry, and read by practically every farmer of standing in the country.

Net Sales over 100,000 copies weekly.

£80 per page—approximately 4d. per inch per thousand.

Proprietors: MACDONALD & MARTIN, Ltd.,
Lennox House, Norfolk Street, Strand, London, W.C.2.

Get your Advertisement into more than 100,000 such homes each week.

A Bouquet

"Your odd-shaped booklet, 'The Judicious Use of Space,' is the most brilliant piece of promotion-matter that I ever remember to have received from an advertising agency.

"There is something poetical in your use of the bee's cell as an illustration of how to cut waste.

"The use of the red hexagon for 'O' running through the names of your clients is sheer genius.

"I congratulate you."

Mr. Thomas Russell, President of the Incorporated Society of Advertisement Consultants, whose above appreciation we are proud to quote, had only seen the Hexagon Booklet this month for the first time.

There may still be others equally interested in advertising who would like to receive a copy.

May we have their names?

E. W. BARNEY LTD.
ADVERTISING,
CENTRAL HOUSE,
KINGSWAY,
W.C.2.

Telephone:
Regent 6104/5

Members of the Association of British Advertising Agents Incorporated.

CLUB NOTES & NEWS

What's On

The following Club meetings have been arranged for the coming week :—

Aldwych, after-lunch talk, Tuesday, Sir Harold Bowden, "The new spirit in industry."

London, Public Speaking Section, Kingsway Hall, 7 p.m., Tuesday.

Glasgow, Grosvenor Restaurant, 1 p.m., to-day (Friday), Mr. Edward Machell, "The advance of the gramophone."

Leeds, Queen's Hotel, 7.30 p.m., to-day (Friday), Dr. Ruston, "Can salesmanship help the farmer?"

Cardiff, Royal Hotel, 7.30 p.m., Tuesday, Mr. W. H. Harford, "Britain's year of hope."

Regent, Caxton Hall, 7.30 p.m., Wednesday, Captain Victor Gordon, "How advertising can help to develop the Imperial market."

Incorporated Sales Managers' Association—"House-warming"

There was a big gathering of members and friends at the Cosmo Hotel, Southampton Row, W.C., on Monday last week, for the opening of a new Club-room for members. Mr. J. M. Beable was in the chair.

Mr. Catlow, past president, gave a few reminiscences of the early days of the Association, sketched its growth, and gave the Club his blessing, at the same time pointing out that it was due to the energy of the chairman that the Club had been started.

The speeches were commendably brief and to the point, so that practically the whole of the evening was given over to the enjoyment of a really excellent musical programme. While all the artists were remarkably good, special mention must certainly be made of Miss Anita Edwards, Mr. Lucas Bassett—a new Welsh tenor—Mr. Tom Howell, and Messrs. Bennett and Williams, comedians that would be hard to beat. An innovation was a printed sheet which was distributed to members and friends giving veterans of variety choruses, these being sung with great gusto. Other artists who helped to make the evening a memorable one were Miss May Hales, Miss Ray, Mr. Ernest Hargreaves, and Mr. Macrae. A special vote of thanks was passed to the accompanist, Mr. S. Mills.

I.S.M.A.—New Branch Opened in Bristol

The first meeting of the newly-formed Bristol Branch of the Incorporated Sales Managers' Association was held last week at Rotary House, Colston Street. Mr. Leonard Broad (Packer & Co.) presided, and the principal speakers were: Mr. J. W. Catlow (Chairman of the Association), Mr. Thomas Russell (vice-chairman), Mr. G. A. J. Hopkins (member of the Council), and Mr. Stanley F. Talbot (hon. general secretary).

The chairman, in opening the proceedings, said that production had received intense study, but he did not think that selling had received the attention that it ought to. It was only by having such an Association as theirs that they would be able to get the best possible results. Efficient selling, he contended, was the keynote of business success, always provided that they had the goods to sell.

Mr. J. W. Catlow, who, the chairman explained, was largely responsible for the incorporation of the Association, said their past development had been on very sound lines. Their membership was between 500 and 600, and they were jealous of the privileges which the members could confer upon each other, and which the Association conferred upon all its members. Amongst the powers under their charter was that which allowed them to arrange examinations in the profession of selling and sales management. Bristol was the second provincial city to form a branch, Manchester being the first, and Birmingham would follow. It was hoped to form other branches in the near future at Glasgow and Leeds. The second annual convention would be held at Cheltenham in June next.

The Bristol hon. secretary is Mr. Percy W. Cann (Derham Bros.).

London—What Monomarks Mean to Advertising

Mr. William Morris, inventor of the monomark system, opened a debate at the Publicity Club of London meeting at the Hotel Cecil on Monday evening on the subject of the relation of monomarks to advertising.

Mr. Morris briefly explained the working of the monomark system, by which four or five characters could be registered to establish the identity of the owner, maker or seller of all articles on which they were placed, and would also, by arrangement with the Post Office, serve as a sufficient address, when used in conjunction with the name of the nearest monomark distributing centre, for letters and parcels.

The monomark would definitely help sales by enabling would-be purchasers all over the world to get into touch with the suppliers of goods bearing a monomark. By thus assisting trade it would assist advertising, for the advertising appropriation was one of the first items to be cut by the average firm when economy became necessary. He could not see how the monomark could reduce advertising. It was not a mark of quality.

Many interesting points were raised during the discussion. Mr. J. C. Pritchard said that if the monomark would really cut down the cost of distribution it would be a good thing.

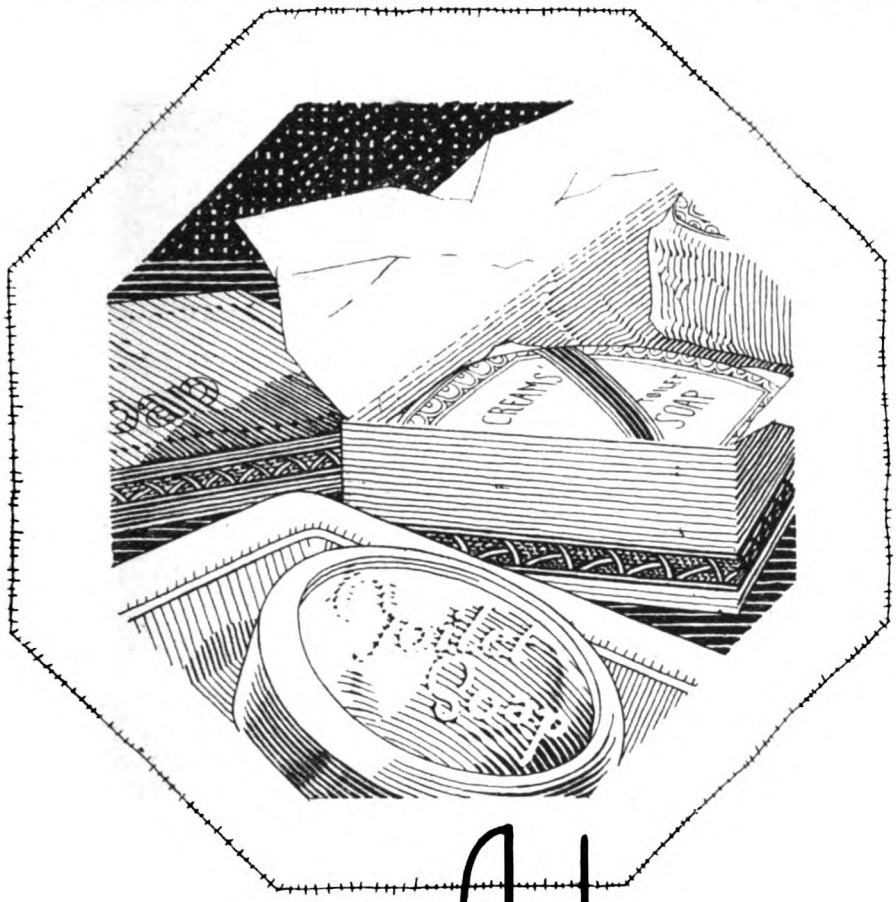
In answer to other critics, Mr. Morris said that a big educational campaign for the monomark was already planned, and that soon the import of the monomark characters on goods would be comprehended by every "man in the street." A number of members also questioned the relation of the monomark to trade marks and well-known brand names. Mr. Morris said that the monomark was merely a mark of identity, while the trade mark was a mark of quality. Monomarks did not decrease the need for advertising quality. They were not supposed to be substitutes for branded names.

Public Speaking

The next series of six meetings of the Public Speaking Section of the Publicity Club of London opens on Tuesday, at the Oak Room, Kingsway Hall, at 7 p.m. Mr. Robert Thornberry is Chairman this session, and Mr. Alfred Robinson is Instructor. The procedure instruction will be conducted by Mr. J. R. Thomas, and Mr. R. J. Fleet is Hon. Secretary of the Section.

The Regent Advertising Club has offered a cup to be competed for at the last meeting of the session.

MARKETING OPPORTUNITIES



Advertising Soap

It is safe to assume that a tablet of soap is consumed each week in this country's average sized house containing five people.

With its net sales above **3,000,000 copies** per issue, the NEWS OF THE WORLD has—on the low basis of three readers per copy—some **9,000,000** readers each week.

These figures point to the fact that the NEWS OF THE WORLD readers are the users of some **1,800,000 tablets of soap a week.** Thus it is easy to see the opportunities provided by this paper for its advertisers who meet the constant demand for toilet requisites of this class.

NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.

A Bouquet

"Your odd-shaped booklet, 'The Judicious Use of Space,' is the most brilliant piece of promotion-matter that I ever remember to have received from an advertising agency.

O

"There is something poetical in your use of the bee's cell as an illustration of how to cut waste.

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"The use of the red hexagon for 'O' running through the names of your clients is sheer genius.

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"I congratulate you."

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Aldwych, after-lunch talk, Tuesday, Sir Harold Bowden, "The new spirit in industry."

London, Public Speaking Section, Kingsway Hall, 7 p.m., Tuesday.

Glasgow, Grosvenor Restaurant, 1 p.m., to-day (Friday), Mr. Edward Machell, "The advance of the gramophone."

Leeds, Queen's Hotel, 7.30 p.m., to-day (Friday), Dr. Ruston, "Can salesmanship help the farmer?"

Cardiff, Royal Hotel, 7.30 p.m., Tuesday, Mr. W. H. Harford, "Britain's year of hope."

Regent, Caxton Hall, 7.30 p.m., Wednesday, Captain Victor Gordon, "How advertising can help to develop the Imperial market."

Incorporated Sales Managers' Association—"House-warming"

There was a big gathering of members and friends at the Cosmo Hotel, Southampton Row, W.C., on Monday last week, for the opening of a new Club-room for members. Mr. J. M. Beable was in the chair.

Mr. Catlow, past president, gave a few reminiscences of the early days of the Association, sketched its growth, and gave the Club his blessing, at the same time pointing out that it was due to the energy of the chairman that the Club had been started.

The speeches were commendably brief and to the point, so that practically the whole of the evening was given over to the enjoyment of a really excellent musical programme. While all the artists were remarkably good, special mention must certainly be made of Miss Anita Edwards, Mr. Lucas Bassett—a new Welsh tenor—Mr. Tom Howell, and Messrs. Bennett and Williams, comedians that would be hard to beat. An innovation was a printed sheet which was distributed to members and friends giving veterans of variety choruses, these being sung with great gusto. Other artists who helped to make the evening a memorable one were Miss May Hales, Miss Ray, Mr. Ernest Hargreaves, and Mr. Macrae. A special vote of thanks was passed to the accompanist, Mr. S. Mills.

I.S.M.A.—New Branch Opened in Bristol

The first meeting of the newly-formed Bristol Branch of the Incorporated Sales Managers' Association was held last week at Rotary House, Colston Street. Mr. Leonard Broad (Packer & Co.) presided, and the principal speakers were: Mr. J. W. Catlow (Chairman of the Association), Mr. Thomas Russell (vice-chairman), Mr. G. A. J. Hopkins (member of the Council), and Mr. Stanley F. Talbot (hon. general secretary).

The chairman, in opening the proceedings, said that production had received intense study, but he did not think that selling had received the attention that it ought to. It was only by having such an Association as theirs that they would be able to get the best possible results. Efficient selling, he contended, was the keynote of business success, always provided that they had the goods to sell.

Mr. J. W. Catlow, who, the chairman explained, was largely responsible for the incorporation of the Association, said their past development had been on very sound lines. Their membership was between 500 and 600, and they were jealous of the privileges which the members could confer upon each other, and which the Association conferred upon all its members. Amongst the powers under their charter was that which allowed them to arrange examinations in the profession of selling and sales management. Bristol was the second provincial city to form a branch, Manchester being the first, and Birmingham would follow. It was hoped to form other branches in the near future at Glasgow and Leeds. The second annual convention would be held at Cheltenham in June next.

The Bristol hon. secretary is Mr. Percy W. Cann (Derham Bros.).

London—What Monomarks Mean to Advertising

Mr. William Morris, inventor of the monomark system, opened a debate at the Publicity Club of London meeting at the Hotel Cecil on Monday evening on the subject of the relation of monomarks to advertising.

Mr. Morris briefly explained the working of the monomark system, by which four or five characters could be registered to establish the identity of the owner, maker or seller of all articles on which they were placed, and would also, by arrangement with the Post Office, serve as a sufficient address, when used in conjunction with the name of the nearest monomark distributing centre, for letters and parcels.

The monomark would definitely help sales by enabling would-be purchasers all over the world to get into touch with the suppliers of goods bearing a monomark. By thus assisting trade it would assist advertising, for the advertising appropriation was one of the first items to be cut by the average firm when economy became necessary. He could not see how the monomark could reduce advertising. It was not a mark of quality.

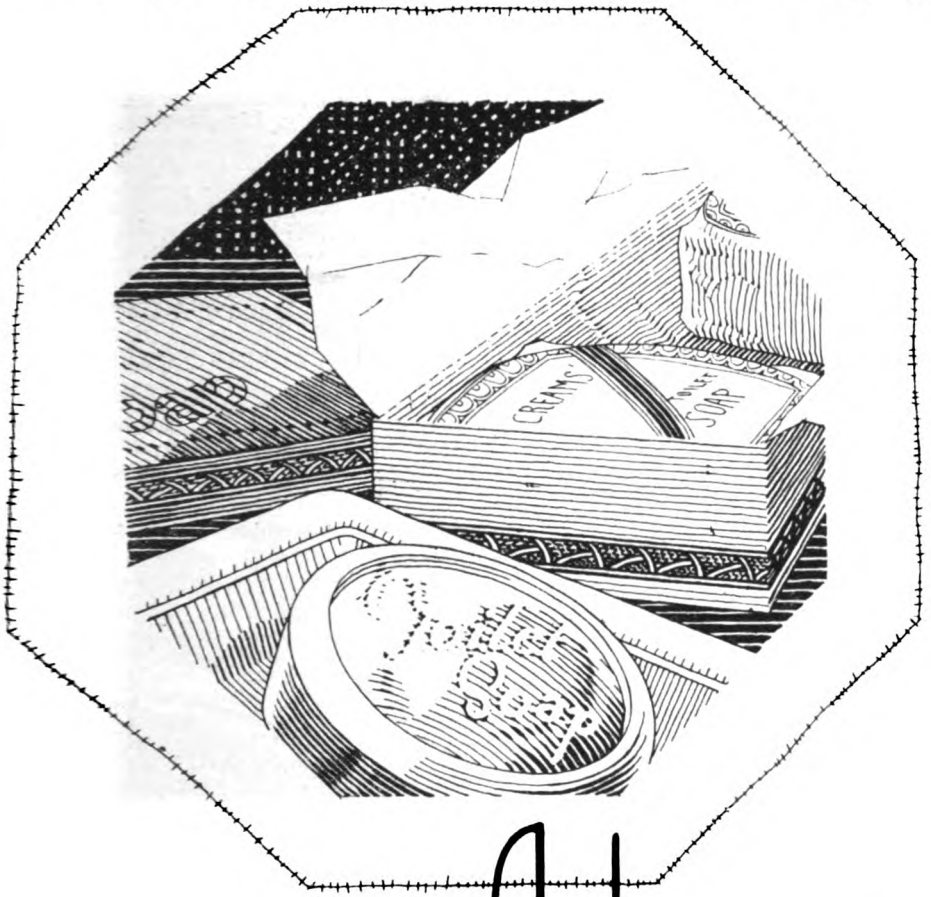
Many interesting points were raised during the discussion. Mr. J. C. Pritchard said that if the monomark would really cut down the cost of distribution it would be a good thing.

In answer to other critics, Mr. Morris said that a big educational campaign for the monomark was already planned, and that soon the import of the monomark characters on goods would be comprehended by every "man in the street." A number of members also questioned the relation of the monomark to trade marks and well-known brand names. Mr. Morris said that the monomark was merely a mark of identity, while the trade mark was a mark of quality. Monomarks did not decrease the need for advertising quality. They were not supposed to be substitutes for branded names.

Public Speaking

The next series of six meetings of the Public Speaking Section of the Publicity Club of London opens on Tuesday, at the Oak Room, Kingsway Hall, at 7 p.m. Mr. Robert Thornberry is Chairman this session, and Mr. Alfred Robinson is Instructor. The procedure instruction will be conducted by Mr. J. R. Thomas, and Mr. R. J. Fleet is Hon. Secretary of the Section.

The Regent Advertising Club has offered a cup to be competed for at the last meeting of the session.



Advertising Soap

It is safe to assume that a tablet of soap is consumed each week in this country's average sized house containing five people.

With its net sales above **3,000,000 copies** per issue, the NEWS OF THE WORLD has—on the low basis of three readers per copy—some **9,000,000** readers each week.

These figures point to the fact that the NEWS OF THE WORLD readers are the users of some **1,800,000 tablets of soap a week.** Thus it is easy to see the opportunities provided by this paper for its advertisers who meet the constant demand for toilet requisites of this class.

NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.

Printing is the same price to everybody

Your largest and most formidable competitor has no advantage over you in this direction. His sales force may be the most complete ever known and organised perfectly, but he has to start from the same line as you when he applies printing to the problem of selling.

A printed offer, circulated by post, is the widest net it is possible to cast, but comparatively few realise it. Why not try this inexpensive method of getting business?

Write to—

PERCY

Brothers,

Ltd.,

The Hotspur Press

MANCHESTER

Telephone: Central 6894/5.

Telegrams: "Hotspur, Manchester."

London Office:

170, Fleet Street, E.C.4

Telephone: Central 7641.

Telegrams: "Jonagont, Fleet, London."

CLUB NOTES AND NEWS—(Cont.)

Cardiff—"Direct Mail: What it is and How It Operates"

Mr. Arthur Chadwick, the speaker at the luncheon meeting of the Cardiff Publicity Club, at the Royal Hotel, on Tuesday last week, explained in detail the direct mail system of advertising and how it operates.

Mr. J. Llewellyn Morgan (president) was in the chair, and the company included the Lord Mayor (Alderman W. B. Francis), Mr. Lewis Lougher, M.P., and Sir William Seager (president of the Cardiff Chamber of Commerce).

Ninety-nine men out of a hundred said Mr. Chadwick, confused direct mail with mail order, but there was a vast difference between the two. Mail order was effect and direct mail the cause. Direct mail was nothing more or less than personal salesmanship reduced to type. There was nothing one could say but that could be written.

If there was any "snag" in direct mail, it was that anything from two-thirds to three-fifths of the cost found its way into the national exchequer through the medium of postage stamps.

Among the many purposes for which the direct mail could be used were, to pave the way for travelling salesmen, to find new prospective customers, and to obtain orders in small towns and country districts in which it would not pay to use a personal representative, to keep in touch with customers and prospective customers at a low cost, to follow up inquiries obtained by newspaper and magazine advertisements, and to make direct and individual announcements to customers.

Mr. Chadwick declared that direct mail would operate to the detriment of those who lacked vision and courage.

Regent—Mr. Hopton Hadley on the Art of the Slogan

At a meeting on January 13, with Mr. E. Boreland Green in the chair, Mr. Hopton Hadley gave a very interesting address on "The Art of the Slogan."

Mr. Hadley gave as his definition of a good slogan: "A good slogan is a word or pictorial message that intrigues attention, excites favourable impression, and helps to create goodwill and sales."

Mr. Hadley said a slogan which contained the name of the store or the maker of the goods would always pull, for example—"Fit Dunlop and be satisfied," "Get it at Harrods," "You are safe in dealing with Boots."

Mr. Hadley closed with some practical advice to the would-be slogan writer, saying, "Sit down with a large sheet of paper and a pencil. Write down a thought as it occurs to you. Think again, write the next one. Think again, write another, and so on. You will find you warm up to your subject. Concentrate. Think what is the best title or the best headline, but don't sit down with hand to head and think only."

Lively discussion took place at the close of Mr. Hadley's talk. Mr. Redgrove raised the question of the pun and humour in slogan-writing, and Mr. Hadley expressed the view that these should be used very carefully.

Glasgow—Debate on the Vigilance Committee's Work

The curtain was lifted on the work accomplished by the Vigilance Committee by Mr. Fred Shoesmith at the weekly meeting held in the Grosvenor last week.

He asserted that nearly all the complaints arose from the classified columns of the daily papers, but then advertising was open to all, and it could be realised how difficult it was to put a stop to the numerous offenders against truth and honesty. If newspapers accepted copy only from recognised advertising agents there would be little need for a Vigilance Committee. No agent had a right to accept an advertisement, or to accept payment for it, unless he knew something about it—at least that it was honest and above reproach. If the Press supported the Committee, then something could be done towards eliminating all those cases where it was proved that the advertisers were dishonest.

Mr. D. C. Cuthbertson, the President, referred in sympathetic terms to the illness of the Vice-President, Mr. D. W. Barr, and a letter of good wishes is to be sent to him from the Club.

Bradford—A Spinner on "The Value of a Trade Mark"

Mr. F. N. Mills, of Paton and Baldwins, Limited, the Halifax firm of woollen and worsted yarn spinners, addressed the members of the Bradford Publicity Club at their last meeting. Choosing for his subject "Does Good Advertising Pay?" he stated that advertising was a subtle sort of thing that could be done in many ways, and a notable development of the times was the extent to which window displays had come to be adopted. His opinion was that really good advertising could not help but pay, provided that it was backed up with a good article, and he strongly counselled business firms to get a good distinctive trade mark, and, furthermore, to get it registered. The speaker appealed to all advertisers to make use of the best talent they could get in producing designs and schemes. Mr. Mills referred to the association of business people which was formed before the war in Germany with the object of improving the products of their country. He stated that this association had helped considerably in bringing about the progress which was made by Germany before the war. A similar organisation, he added, had been formed in this country, and was known as the Design and Industries Association. Mr. Mills closed his address by exhibiting a number of showcards, brochures, and so on, and contrasting the earlier styles and tastes of advertising with the newer specimens.

Newcastle—Seeing the Paper Put to Bed

The proprietors of the *Newcastle Chronicle*, Ltd., were hosts to about fifty members of the Advertising Club of Newcastle-on-Tyne and District at the *Chronicle* offices, and showed their guests the preparation and publication of the final edition of the *Evening Chronicle*. The members were welcomed by Mr. W. G. Tully, Northern advertisement manager, Mr. F. H. Parsons, works manager, and Mr. H. J. Caveney, the publisher, and they were conducted round the various departments by Mr. Parsons. Later the visitors were entertained to tea at the County Hotel.

As president of the club, Mr. Gerald France thanked the proprietors of the *Newcastle Chronicle*, Ltd., for their hospitality. Mr. L. C. Robson associated himself with Mr. France's remarks, and the compliments were acknowledged by Mr. Tully and Mr. Parsons.



RE NEWS, the great Sunday
s a most important section of
n. It brings your goods under
sible purchasers, who read of
s of the week-end.

& WITHY GROVE, MANCHESTER

COMPETITORS' JOURNAL and EVERYBODY'S WEEKLY
PRICE TWOPENCE

OFFERS to ADVERTISERS
A MOST PROFITABLE
OPPORTUNITY

CERTIFIED NETT SALES
183,876
COPIES PER WEEK.
RATE
£45
PER PAGE and PRO RATA

"I hereby certify that for the period of September, October, November and December, 1925, the average Nett Sales weekly of the 'Competitors' Journal and EVERYBODY'S WEEKLY,' after deducting returns, was 183,876 copies.
(Signed) ROBERT WARNER,
Chartered Accountant.
24, Mansion House Chambers,
London, E.C.4.

The paper contains unique features which make it necessary for readers to refer continually to its pages.

It is a weekly of 32 pages of bright and clever reading of interest to whole families in thousands of homes.

"The Competitors' Journal and EVERYBODY'S WEEKLY" does not feature schemes which necessitate its readers buying more than one copy each week.

The whole of its circulation is genuine, worth while distribution in sound middle-class homes.

For specimen copy and full particulars write or telephone—

H. W. MORRIS-PUGH
Advertisement Manager
114, FLEET STREET
LONDON - E.C.4.
Phone - - CITY 7447 (2 lines)

The Aldwych Cabaret

A Very Special Report

UNHAPPY is the wight whom duty and the Editor call upon to describe the wonders of the Aldwych Club annual cabaret. We were going to get the office poet to cover the assignment, but he admitted that, while sunsets and mountain dawns were as easy as rolling off a log to him, the Aldwych cabaret had him beat all along the line. So we sent the office policeman.

I was proceeding along Great Queen Street, Kingsway, in the direction of the Garrick's Head at 6.30 p.m. on Friday last (he writes), when my attention was attracted to an agglomeration of vehicular carriages—motors, cabs, taxis, wheelbarrows, Fords, and whatnot—outside the Connaught Rooms. According to information received, this was the Aldwych Club cabaret, so I entered.

Disguised as an advertising man, I then proceeded to the dining-room, acting upon information received from a nice young fellow at the foot of the staircase. The excellent dinner that followed was regarded by me as my perks, and dealt with accordingly. Also to perks I account paper hats, handsome, gift of the Big Six, one ; crackers, bangsome, one, and contents thereof; and one pack of *Bystander* playing-cards (very handy when on night duty, or for other gentlemen waiting for stereos).

In a central position in the Grand Hall, your worships, witness noticed a raised platform. The first prisoner to enter the dock, I mean the first performer to enter the arena,was Miss Audrey King, described as " Petite danseuse from the Cone School of Dancing." Only, begging your pardons, she weren't anything like that, but just the charmingest little girl dancer I or anyone else ever clapped eyes on.

Later, while still on duty in the dining-room, I was astonished to see proceeding towards me a beautiful young lady, dressed in a dazzling costume much more up-to-date than the very latest fashion. Information subsequently received confirmed my opinion of her dress, the lady being one of the mannequins in the Forecast of Fashion staged by Isobel, of Regent Street and Harrogate. The dresses were wonderful, being described as follows—(We regret to have to record that our correspondent's usually staid notebook is totally illegible at this point. —ED.).

Meanwhile, in the drawing-room upstairs, a very fine programme was put across by David Ratcliffe, baritone ; Cliff Lester, humorist ; and Charles Clapham and Bille Dwyer, entertainers.

Then dancing. According to my own observations and those of others present, the orchestra was perfect and the floor a marvel, while the wonderful favours representative of *Eve*, the *Tatler*, the *Sporting and Dramatic*, and so on, were carried and commented on by everyone.

About 11.30 p.m. the one-and-only cabaret show commenced, and it is no exaggeration to state, your worships, that it lifted the roof and brought the house down. The Eight John Tiller Girls from the Alhambra danced and sang ; Margaret McKee, the wonderful whistler from the Piccadilly Hotel, whistled ; Ruth French, the famous premiere danseuse, danced ; Enzer, the latest juggler from Blanchard's Club, juggled ; and Annette Mills and Robert Sielle, England's leading exhibition dancers from the Coliseum, foxtrotted, glided, and cake-walked in four different places at once.

Earlier in the evening, your honours, I had heard weird sounds issuing from the drawing-room, which, according to information received, was Bert Feldman and Co. initiating guests into the gentle art of Blackpool song-plugging.

After the cabaret we continued to dance till 2 a.m., many of us passing silent votes of thanks to the indefatigable bands—the Weller-Langton Orchestra, and Jack Hylton's Hyltonians. As for the members of the club who helped to make the occasion the unique success it was, there were so many helpers, your honours, that it might seem invidious to mention names.

I proceeded homewards with one of the gentlemen accused of being one of the chief conspirators, and on the way to the station deponent stated that 712 dinners were served.

CLUB NOTES AND NEWS—(Cont.)

Manchester— Visit by the Executive of "District 14"

There was a crowded meeting at the Midland Hotel, Manchester, on Tuesday, when Colonel Lawson, Chairman of District 14 of the A.A.C. of W., and other members of the Executive Council visited the Manchester Publicity Club.

The usual Club programme was maintained, and an excellent address on " Modern Salesmanship " was given by Mr. J. Andrews, Lecturer to the Manchester Education Committee.

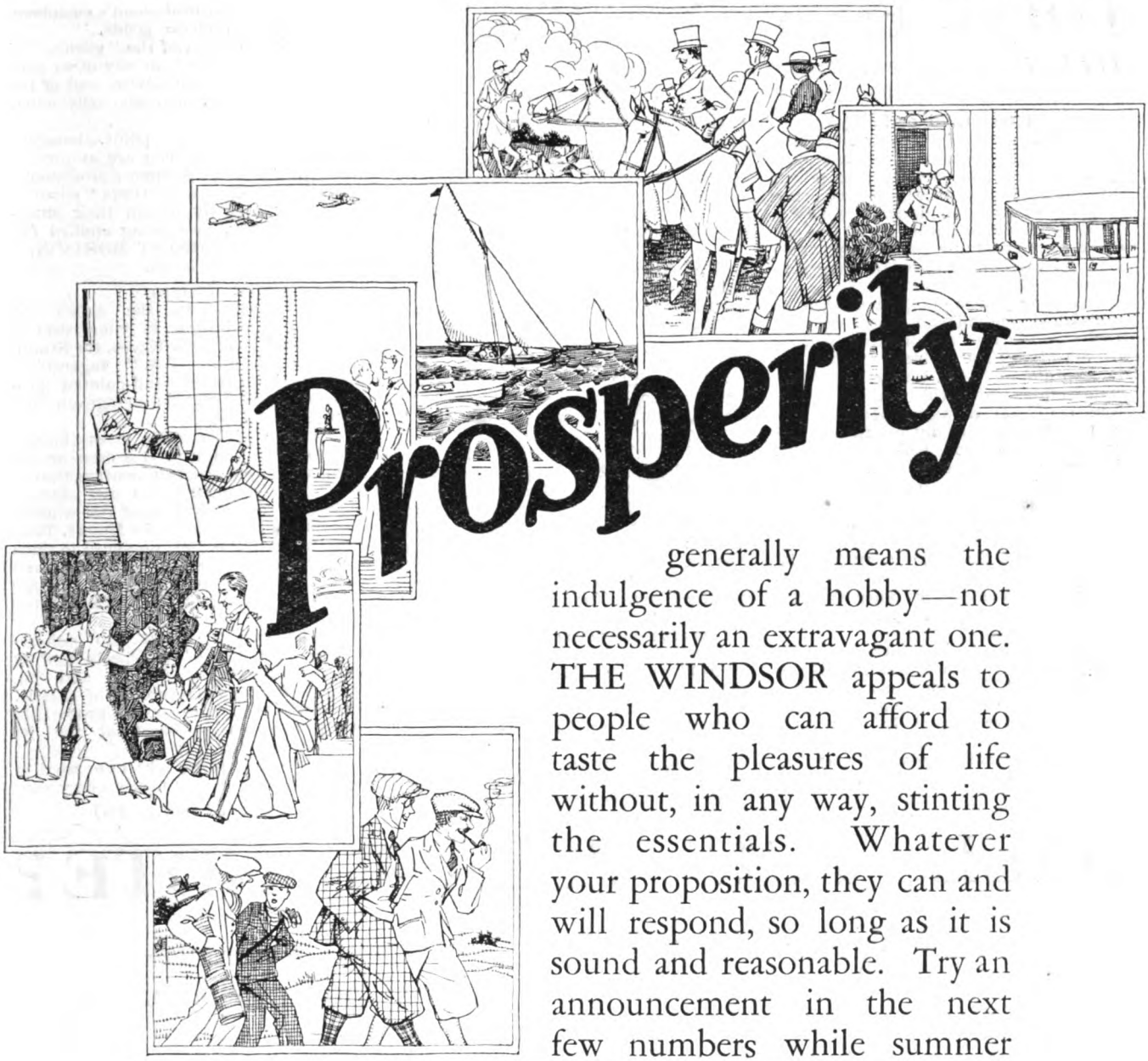
Colonel Lawson, who was received with acclamation, said there was far too much running down of our country and our industries, and he suggested that British industries were extraordinarily well equipped to cope with any demand which might be made upon them. He thought the fullest advantage should be taken from a thorough overhaul of advertising and selling methods, which would be gained from advertising and salesmen pooling their experiences and methods. It was to the advantage of business men to get together to discuss their problems, and he suggested that a " Rodeo " of business men would have excellent results.

Discussing the forthcoming British Advertising Convention at Blackpool in May, Colonel Lawson said that he did not know of any organisation more fitted to be entrusted with the arrangements than the Manchester Publicity Club.

Mr. Eric Field said that there were signs in Yorkshire that Yorkshire manufacturers had benefited from the Convention at Harrogate, and it was up to Lancashire, through the Manchester Publicity Club, so to stimulate enterprise that an even greater benefit would be secured by Lancashire manufacturers from the Blackpool Convention.

Other visitors from District 14 were Messrs. Horace Imber, J. C. Akerman, A. Chadwick, T. B. Lawrence, A. Milne and W. Stonhold.

A meeting of the Convention Organising Committee was held later in the afternoon, and a number of the members afterwards journeyed to Blackpool for the purpose of inspecting the accommodation which will be available for Business Sessions at the Convention.



Prosperity

generally means the indulgence of a hobby—not necessarily an extravagant one. THE WINDSOR appeals to people who can afford to taste the pleasures of life without, in any way, stinting the essentials. Whatever your proposition, they can and will respond, so long as it is sound and reasonable. Try an announcement in the next few numbers while summer joys are still being planned around the fireside, and you will be surprised at the result.

THE WINDSOR *Magazine*

£45 per page and pro rata.

F. OSBORNE, Esq., *Advt. Manager*,
Warwick House, Salisbury Square,
LONDON, E.C.4.

Telephone : City 8650 (5 *lines*).

Founded 1894.

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

Examinations in Advertising

SIR,—In view of the announcement that the second annual examination, open to men and women engaged in advertising, for certificates of proficiency in the principles and practice of advertising will be held on March 25 and 26, I ask your assistance in making known some facts of interest to intending candidates or those eligible.

Last year you were good enough to publish a semi-official report on the results of the first examination held by my Society. The interest excited was due, no doubt, to the fact that no public examination intended for men and women of advertising experience had been held before in any country. The severity of the test, which, of course, gives proportionate value to the certificate when conferred, was indicated by the 58 per cent. of failures; only one candidate in each stage received the mark of distinction.

It is hoped that the entry will be considerably larger, and (with the opportunity of a year's study since the last examination) that the percentage of success will rise.

Last year a single paper, requiring three hours' work, was set at each stage. The Board of Examiners consider that this imposed too great a physical strain upon candidates (especially as several ladies sat) and that a more comprehensive test could be given by setting two papers of two hours each at each stage.

Our honorary secretary, Mr. W. T. Moss, will be pleased to send particulars to anyone applying for them and enclosing a stamped, addressed foolscap envelope.

THOMAS RUSSELL,
President of the Incorporated Society of Advertisement Consultants.

[ED. NOTE.—*The address of the Incorporated Society of Advertisement Consultants is Clun House, Surrey Street, W.C.2.*]

"Clients"

SIR,—As the word "client" is one now commonly accepted in advertising circles, it may, perhaps, be of interest to explain how it originated.

In its original meaning the word "client" implied the begging of a favour. In ancient days the Roman nobleman was surrounded by a horde of "followers" who regularly waited on him to seek his favour and protection, and who in return were in duty bound to advance their patron's interests in every possible way. These dependents were known as "clients."

In course of time the word was extended to those who attended the waiting-room of a lawyer or advocate to seek his advice or protection in a law suit. In this sense they were his dependents begging for a favour, even though they had to pay for it.

To-day, the word has been further extended to include practically everyone seeking "professional" aid of any sort, as opposed to the tradesman's customers who merely purchase goods.

Broadly, we speak of the "clients" of a lawyer, an architect, or any other man who sells professional advice, and of the "customers" of a man who sells actual goods.

It is still a moot point, however, whether advertising men are at present strictly entitled to assume a professional attitude by calling advertisers "clients" until they actually obtain their much-desired charter, now being applied for.

ERNEST MORISON.
99, Holden Road, N. 12.

Hand-Painted Posters

SIR,—Referring to the article on Hand-Painted Posters in your issue of January 15, Mr. Frank Keyes, the Studio Manager of the "C.A." suggests a method of producing hand-painted posters by means of the aerograph and stencil plates.

The tone of his letter gives the impression that this method is more or less new, but I would like to mention that it is practically three years ago since I controlled the production of 700 window posters by such a process for Messrs. Ticklers, Ltd. These were produced in three colours, cut out to shape, illustrated, and sold at a price competitive to other forms of reproduction for the number mentioned.

We have in the past also painted several hundreds of 16 sheets and 32 sheets for Messrs. H. Thorne and Co., Ltd., toffee manufacturers, of Leeds, whose continual repeat orders prove that the proposition is beneficial for its particular purpose.

Good-class printing inks were used in these instances, and in nearly every case

(*Continued on page* 154)

WILL YOU PLEASE NOTE?

We should like all our friends—of to-day and to-morrow—to know that from now onwards we are in larger premises, in order to cope with a rapidly growing business.

Callers will find us in our chair at :—

Aldine House, 10 Bedford St., Strand, W.C.2

with full capacity as before to serve; to give you of our best.

We're all straight now and waiting for you to call and see us. Or telephone. Our number is still Gerrard 8900. We are always ready to advise upon your Outdoor programmes and problems. Such is our job.

OUTDOOR PUBLICITY LTD.,

Managing Director: ERNEST LEICESTER.

Aldine House, 10 Bedford Street, Strand, W.C.2.

Telephone: Gerrard 8900 (10 lines). Telegrams: "Bylposta" London.



DURHAM CASTLE and the NORTH MAIL

ON Friday last, January 15th, the "NORTH MAIL" issued a splendid supplement on behalf of an appeal for Durham Castle. Its aim is to collect £30,000 for the restoration and preservation of that historic edifice. And it will achieve its purpose.

The same issue created a new record by the volume of advertising it carried. It was a number that will make history.

THE "NORTH MAIL" is a strong and influential journal, having by far the largest circulation of any journal published on Tyneside. It circulates in an area having a population of three million—County Durham, Northumberland, Westmorland, Cumberland. *This area forms a thriving, prosperous, industrial centre, peculiarly isolated and self-contained, as any 'population' map will show. It is characteristic of such a centre that it should be served by the papers published within its borders. That is why it is necessary to use these journals if you would reach the worth-while public in this close territory.*

NORTH MAIL & NEWCASTLE DAILY CHRONICLE
EVENING CHRONICLE
& SUNDAY SUN

WESTGATE ROAD, NEWCASTLE-ON-TYNE & 85, FLEET STREET, LONDON

Publication Notes and News

Fashion Periodical Developments

With its April issue *Fashions for All* will change its size and format to the style of *Mab's Fashions*, another Amalgamated Press periodical that was founded in the spring of 1924 in an effort to strike a new note in fashion journalism. A further A.P. fashion monthly to be launched in April is *Mab's Children's Fashions*. Mab is a clever designer and her works have been attractively presented, many of them in four colours, in her *Fashions*. The success of this venture has caused the Amalgamated Press to plough other furrows in the same field.

While *Fashions for All* is being altered in form, the rates for space are being reduced. The Mab's group of fashion monthlies will consist of three periodicals, and advertisers using all three can have the advantage of a combined rate.

Two-Page Sale Display

Something of an innovation in sales advertising was a double-page spread taken by Selfridge's in the *Westminster Gazette*. A front-page editorial note on the occasion referred to the news value of the display.

World Progress

The *Graphic* special number surveying a quarter of a century of world progress was issued last week and proved to be, as was to be expected, a wonderful production. Industrial development, electricity, motoring, telephony, and chemistry among many other subjects were dealt with by acknowledged experts. There was an especial interest for our readers in the survey of the march of advertising in all its forms since 1900 by Mr. G. H. Farmer. Mr. Leo. Scheff acted as *Graphic* Special Commissioner for the number.



Bananas at School

An interesting example of how schools can help a great national campaign is provided by the banana pictures and information which are given in this week's *Teacher's World*.

Where Churches Advertise

In his recent remarks on Church advertising—during his address on "Things that ought to be advertised"—at the Regent Advertising Club—Sir Charles Higham referred to the Glasgow *Evening Citizen's* Saturday feature. "This admirable evening newspaper," said Sir Charles, "has anticipated my remarks for some time past by carrying on Saturdays at least a page of Church advertising and a considerable amount of editorial space devoted to the need for churchgoing."

Dumfries Figures

The circulation figures of the *Dumfries Standard* are given as 27,362 per week, the highest in the history of the paper, which was founded 82 years ago.

The Sea and the Stage

Messrs. James Brown & Son, Ltd., nautical publishers, Darnley Street, Glasgow, have issued a new catalogue of their nautical pictures. They issue the *Scots Magazine*, which, owing to the great interest being taken in the efforts to establish a Scottish theatre movement, is a well-read monthly.

Low and H. G. Wells

A striking caricature of H. G. Wells by Low, the *Star* cartoonist, formed a supplement to Saturday's *New Statesman*. The work was beautifully produced for framing.

A SMILE IN ARITHMETIC

Set this sum to your Friends, your Office Staff, your Family.

Think of a number, say, - - -	17
Double it = - - -	34
Add 5 = - - -	39
Multiply by 50 = - - -	1,950
Add your age (say, 35, but ladies can assume an age) - - - -	1,985
Add days of year, 365 = - - -	2,350
Subtract number of Members of Parliament (there are 615 M.P.'s) 2,350 — 615 = - - - -	1,735

17 is the number you thought of, and 35 is the age. It always works out right unless the age is 100 or more.

Think of the "Yorkshire Evening News." Net sales exceed -	**140,000**
Double them for circulation -	**280,000**
Add 5 - - - - -	**280,005**
Multiply by 50 - - -	**14,000,250**
Add age (The "Y.E. News" is 50 years old but up-to-date) -	**14,000,300**
Add days of year, 365 = - -	**14,000,665**
Subtract number of M.P.'s (but they all read the "Y.E. News" or see it quoted) - - -	**14,000,050**

Over 140,000 copies a day, entirely exclusive of forenoon Sporting Editions, are the certified net sales of the "Yorkshire Evening News," and the age of the paper is 50 years.

If you want the explanation of this interesting play of figures, write to Sydney Walton, 10, Adelphi Terrace, London, W.C.2

CLYNO CARS

WE are now able to announce the fact that we have been entrusted with the advertising of CLYNO CARS.

The Clyno Engineering Company are justly proud of their successful achievements in producing such remarkably efficient, unusually well-equipped, and good looking cars at such popular prices. And we are very happy in having such sound value to advertise.

The list of products advertised by Alfred Pemberton Limited include the following well-known names:

Bisto.
Blue Goose Oranges.
Cerebos Salt.
* The New Columbia Grafonola.
Gladys Cooper's Beauty Preparations.
Blue Goose Grape Fruit.
Cantilever Shoes.
* Columbia Records.
Earlux Deaf Appliances.
Nigger Brand Dates.

* *As service consultants.*

ALFRED PEMBERTON LIMITED

Established 1924.

187, PICCADILLY, LONDON, W.1.

An Announcement

by W. T. DAY,

London Manager of the "Pioneer" and "Civil & Military Gazette" of India.

13th January, 1926.

TO keep myself *au fait* with conditions in India, I am sailing this week for a three months' tour of the territory covered by our group of publications.

WHILE I am away Mr. Percy C. Knott will act as my deputy here in London. He has been with me for three years, so I am quite sure of his ability to serve you and your clients satisfactorily. Before he joined this office he was Advertisement Manager to Messrs. Smith, Stanistreet & Co., the well-known Manufacturing Chemists, of Calcutta, and afterwards Sales Manager to Messrs. Glen & Co., of Calcutta, Bombay, Karachi, Madras and Rangoon. He thus has valuable experience of Indian marketing and advertising which is always at your service.

PIONEER PRESS OF INDIA,

11, ARUNDEL STREET, STRAND, W.C.2

Telegrams: "Kuttra, Estrand, London." *'Phone: Central 2796.*

PUBLICATION NOTES—(cont.)

"Radio Trade Journal"

Mr. Walter Boyle, editor of the very successful *Garage and Motor Agent*, has been appointed editor of the *Radio Trade Journal*. This paper is no longer the official organ of the National Association of Radio Manufacturers and Traders, and is to be conducted on independent lines, particularly to appeal to the retail trade side of the industry. Mr. Boyle will continue to conduct the *Garage and Motor Agent*.

Wool Textile Industry

The annual review of the wool textile industry and its allied trades was published by the *Textile Argus* on January 13. Editorially, the review was complete and authoritative. A number of advertising pages were published in colour.

Net Sales

The net sales of the *Staffordshire Sentinel* for the six months ended December 31, 1925, have been certified as 70,134 copies per day. This represents an increase of 1,005 copies per day over the corresponding period of last year.

Identifying Slogans

The second *Star* competition in which entrants were required to identify well-known trade marks and slogans was published on Monday.

Newsboys Entertained

The proprietors of the *Yorkshire Telegraph and Star* entertained about 200 newsboys in Chesterfield and district on Wednesday last week, at a tea and concert. Mr. D. C. Leng, representing the directors of the paper, was in the chair, and was supported by Mr. G. E. Stembridge, general manager.

Champagne for Subscribers

To every subscriber of *Host and Hostess* for 1926 a half-bottle of Heidsieck Dry Monopole Champagne is being sent.

"Business and Publicity"

Commenting on Mr. Stuart Hirst's recent address to the Carlisle Chamber of Trade (reported in the last issue of the WEEKLY) the *Carlisle Journal* on Friday published a striking and thoughtful leader on the subject of "Business and Publicity."

Reminiscences

Mr. R. S. Crossley, Governing Director and Editor of the *Accrington Observer and Times*, has published an interesting booklet under the title of "Reminiscences of a Lancashire Journalist." A newspaper man of over 50 years' experience, he has written much that will interest the men of to-day.

37 Years' Experience

Mr. Philip Smith has published a remarkable record of experience gleaned in 37 years in "Successful Advertising."

The book, which is handsomely produced, is divided into six main sections covering: General principles of advertising; technical information on block-making, printing, etc.; general information on type sizes and poster sizes; Press guide with circulations, size of columns, rates, etc.; traders' guide with populations and number of retailers in each town; and a guide to class distribution, showing classification of population according to income and occupation.

A detailed review will appear in a later issue.

FIGURES TALK!

In 1922 

Advertisers placed 635

pages of paid advertising in Vogue

In 1923 

Advertisers placed 700

pages of paid advertising in Vogue

—a gain of 10%

In 1924 

Advertisers placed 1,064

pages of paid advertising in Vogue

—a further gain of 52%

In 1925 

Advertisers placed 1,305

pages of paid advertising in Vogue

—a further gain of 22%

THE reason for this remarkable growth in lineage—an increase of over 100% in only three years—is that advertisers have discovered that well-to-do families not only consult Vogue's editorial pages for suggestions on the art of living well, but also consult its advertising pages for the actual purchase of the merchandise necessary to work out those suggestions.

WHETHER it be for clothes, for toilet goods, for jewellery, for furniture, for household equipment, for foodstuffs, for beverages, for sweets, for cigarettes, for musical and wireless instruments, for motors and accessories, it is becoming increasingly recognised from month to month that Vogue is an indispensable factor in the schedule of every advertiser of quality merchandise.

VOGUE

(L. L. SCHNEIDER, ADVERTISEMENT MANAGER)

CONDÉ NAST & CO. LTD., Publishers & Proprietors, ALDWYCH HOUSE, W.C.2

Telephone: City 1390

TYPESETTING

Our clients obtain a service that is as satisfactory and complete as exceptional ability and organization can make it. ¶ Each department in the house of C. and E. Layton is so arranged that the regular production of the highest quality typesetting, stereotyping and printing is but a matter of routine. ¶ When next you need work of this character, experience for yourself the speedy and effective service we offer. You will be more than satisfied.

C. & E. LAYTON
56, FARRINGDON ST.
E.C.4
Telephone - - Central 3948

An Opportunity

Prosperous and progressive Advertising Agency in the North of England requires the services of a thoroughly first-class advertising man as GENERAL MANAGER. Substantial salary and commission. Applicant must be successful contact man with ideas, and able to take entire management. Reply at once, with full particulars, specimens, etc., Box 9, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

BLOCKS.
LET US INTRODUCE YOU TO
SERVICE & QUALITY.
GEE & WATSON LTD.
81 SHOE LANE. FLEET STREET. E.C.4

Open up and "Envelope"

WHITBY AND DISTRICT.

The one sure cover is

THE

WHITBY GAZETTE

There is no Daily in Whitby. There is only one Weekly—"The Gazette."

Send for Copy and Rates.

HORNE & SON, LIMITED.

FROM SCARBOROUGH TO THE TEES.

LETTERS—(contd. from p. 148)

the brilliance of the colours outlasted the life of the posters.

Much employment is created by the extensive use of hand-painted window posters throughout the country, and in such an instance as this, oil paints would decidedly have to give way to printing inks. The latter being transparent, inside lighting effects illuminate the colourings correctly.

H. W. WESTON.
Per pro Weston's Advertising Service.

Writing and Painting

SIR,—I am afraid I possess one of those minds to which the distinction between hand-*written* posters and hand-*painted* posters lacks a difference. After all, a man *writes* lettering on a wall in oil, so why should he be said to *paint* it on a poster in oils, but to *write* it if he chances to use that unpleasant compound referred to by Mr. Phillips as "signwriters' ink"? However, I am inclined to be dogmatic over a very small point.

Perhaps I unintentionally conveyed the impression that oil posters were essentially dear, and the impression must certainly be strengthened by Mr. F. T. Harris' remark that the signwriter is the most highly-paid skilled worker in the country to-day, a sweeping assertion which I am inclined to doubt, and which, as a student of economics might or might not tell one, should not bear any great relationship to the cost and efficiency of the article produced.

For straightforward lettering, the first cost should not exceed 6d. per sheet for posters of from 16 to 48 sheet size, and they can be done for less. For quantities, produced by airbrush and stencil, the price should be much less. Even at these prices, the lettering, solidity of colour, paper strength, and lay-out, can be made of a very much higher standard than is usual.

I fully understand, and agree with, Mr. Phillips' remarks on the speed essential in universal providers' poster campaigns. But he evidently entirely misunderstood my remarks if he really thinks that I advocated the use of elaborate and costly hand-painted pictorial posters for such appeals. It simply would not be business. I contend, however, and no article in any paper will ever make me alter my contention, which is based on actual practice, that these quick-chance appeals would pull better if the standard of posters used was better, and preferably if they were painted in oils.

Although I may disagree with Mr. Phillips on some points, I must say that he is doing a great service in drawing attention to a branch of advertising regarded by many as a very low form.

K. O. SHELFORD,
163A, Strand, W.C.

Three Shillings a Dozen

SIR,—There are thousands of quite small businesses—grocers, fruiterers, and others—whose prices for merchandise change almost daily. Price comes first both in their selling policy and in the amount they are called upon to pay for posters; 3s. per dozen is a more suitable figure than the prices mentioned so far in your articles. I have derived much pleasure reading the discussion.

J. FLETCHER.
59, Mile End Road,
South Shields.



A further increase in the CERTIFIED NET SALES of THE

STAFFORDSHIRE DAILY SENTINEL

NOTE — This is a further increase of 1,005 copies per day over the Net Sale figures for the corresponding period of 1924.

We have examined the books of the Printing and Pub'ishing Departments of the "Staffordshire Daily Sentinel" for the six months ending Dec. 31st, 1925, and we hereby certify that during that period (after excluding unsold and waste copies) 11,011,096 copies were printed and circulated being an average of

70,134

COPIES PER DAY

Bourne, Bullock & Co.,
Chartered Accountants.

Hanley. January 12th, 1926.

AND THE

STAFFORDSHIRE WEEKLY SENTINEL

NOTE — This is a further increase of 513 copies per week over the average Net Sale during the corresponding period of 1924.

We have examined the books of the Printing and Publishing Departments of the "Staffordshire Weekly Sentinel" for the six months ending Dec. 31st, 1925, and we hereby certify that during that period (after excluding unsold and waste copies) 556,796 copies were printed and circulated being an average of

21,415 COPIES PER WEEK.

Bourne, Bullock & Co.,
Chartered Accountants.

Hanley. January 12th, 1926.

These two papers dominate the thickly populated and prosperous territory for 25 miles around the City of Stoke-on-Trent.

Head Office - **HANLEY, STOKE-ON-TRENT.** **'Phone 1781:**

London Office - **23/28, Fleet Street.** **'Phone City 138.**

Buy British Pottery.

Electros and Stereos

- - - of Quality

Our extensive and varied range of modern type faces affords ample choice for the display of

ATTRACTIVE ADVERTISEMENTS

This Advertisement is set in Nicholas Cochin, which series is included in our service. For many others see our specimen book — free on application.

JOHN SWAIN & SON
LIMITED
Engravers, Electrotypers, Stereotypers, Reproducers in Colour & Rotary Gravure
89-92 SHOE LANE LONDON, E.C.4

'Phone: Central 9333 (5 lines)
'Grams: "Isochromatic, London"

INDIA
AFRICA
AUSTRALASIA
DANADA
FAR EAST
WEST INDIES
as well as
THE
UNITED
KINGDOM

For OVERSEAS ADVERTISING
as well as for HOME PUBLICITY
CONSULT
STEELE'S
ADVERTISING SERVICE, LTD.,
Norfolk House, Norfolk Street, LONDON, W.C.2.

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

VOLUNTARY LIQUIDATION

(NOTE—*Voluntary liquidations, may, in some instances, refer to companies in course of reconstruction.*)

Hanson Advertisements, Ltd.—Resolution passed and confirmed for voluntary winding-up of the company, and for the appointment of Mr. A. C. Hanson, Park Mount, Queen's Road, Oldham, printer and leather merchant, as liquidator. Meeting of creditors, noon, January 27, at offices of Messrs. Geo. E. Mellor and Co., 36, Clegg Street, Oldham. NOTE.—This notice is issued to comply with Companies Acts. All creditors will be paid in full, and there is no need for any creditor to attend the meeting unless he desires.

RECEIVING ORDERS

Maxalding (Monte Saldo), sued as a firm, of 40, Pall Mall, S.W. 1. Advertising Agents. R.O. January 13. Creditor's petition.

Hayward, George M., trading as **G. H. Hayward and Co.**, 32, Furnival Street, Holborn. R.O. January 6. Creditor's petition. Public Examination 11 a.m. March 19, at Bankruptcy Buildings, Carey Street, W.C.

ORDER MADE ON APPLICATION FOR DISCHARGE

Sissons, Harold, 2, New Court, Lincoln's Inn, London, publisher and advertising agent (487 of 1912) Order dated December 8, 1925. Bankrupt's discharge suspended for 2 years, and that he be discharged as from December 8, 1927.

FIRST MEETING

The statutory first meeting of the creditors of Charles Ebenezer Dobell, trading as Sea Island Co., 19, Hanover Square, W., and lately residing at Ingle side, Clissold Park, N., dealer in ladies' clothing, was held at Bankruptcy Build ings, Carey Street, W.C., on Jauary 14.

It appeared that the business was commenced in March, 1922, and its objects were to purchase South Sea cotton, which was of very fine texture, having the appearance of silk, but at a much lower price, and to manufacture therefrom gentlemen's shirts and pyjamas. At the Hanover Square address he carried on a mail order business. He consulted a firm of advertising experts of Fleet Street who advised the expenditure of large sums of money in advertising in the daily and weekly Press. On their advice he spent £150 a week, but the results attained did not justify the expenditure. He became indebted to the advertising firm in a sum of £700 for which a writ was issued. He called his creditors together, and a composition of 2s. 6d. in the £ was accepted by them and paid.

He was then advised by a brother to continue the mail order business, the brother undertaking to purchase the goods necessary and provide the debtor with financial assistance. Owing to heavy expenditure in advertising and postage the business still proved unsuccessful, and he gave it up in March last.

He estimated his liabilities at £1,700, and had no realisable assets. He attributed his failure to the non-success of the mail order business owing to his not having sufficient experience, and his capital being insufficient.

The estate was left in the hands of the Official Receiver.

NEW COMPANIES

[*Compiled for the* ADVERTISER'S WEEKLY *by the Information Bureau, Ltd., 140, Strand, W.C. 2.*]

Cut-Outs (London), Ltd. (211,056).—Private company. Registered January 13, capital, £4,000 in £1 shares. To carry on the business of printers and manufacturers of cut-out and general display showcards and cartons, advertising consultants and designers, etc. The first directors are S. Smith, J. H. Hunter, J. W. Smith. Solicitor: Blacket Gill, 40, Chancery Lane, W.C. 2.

Strand and Interchangeable Signs, Ltd. (211,066).—Private company. Registered January 13. Capital, £2,500 in 2,000 ordinary shares of £1 and 2,000 founders' shares of 5s. Objects: To acquire and take over as going concerns (a) the goodwill of that part of the business of the Strand Electric and Engineering Co., Ltd., which relates to electric signs and (*b*), the goodwill of the whole of the business of Interchangeable Electric Signs, Ltd. The directors are: G. Harvey, M.P., J.P., A. T. Earnshaw, P. G. A. Harvey, M. Mansell, P. Sheridan. Registered office:—24, Floral Street, W.C. 2.

Service Publications, Ltd. (211,101).—Private company. Registered January 14. Capital, £100 in £1 shares. To carry on the business of advertising contractors, specialists, consultants and agents, printers, newspaper and magazine proprietors, etc. The permanent directors are H. Davis, M. Hieger. Registered office: Carlisle House, Southampton Row, Kingsway, W.C. 1.

The United Sales Organisation, Ltd. (211, 152) was registered as a "private" company on January 16, with a nominal capital of £50,000 in £1 shares (5,000 15 per cent. "A" cumulative preference, 44,900 7 per cent. "B" cumulative preference and 100 ordinary). The objects are to act as agents and distributors for and on behalf of any persons, firms or companies; to act as commercial agents, factors, and merchants, advertisers, advertisement agents and contractors, etc. Solicitors: McKenna and Co., 31-4, Basinghall Street, E.C.

F. A. Hales, Ltd. (211,024).—Private company. Registered January 11. Capital £2,500 in 2,250 7½ per cent. participating preference shares of £1 and 5,000 ordinary shares of 1s. Objects: To carry on the business of agents for advertisers, and as contractors, consultants and advisers in connection with advertisements, organisation, business development, sales promotion, and all branches of publicity. The first directors (of whom F. A. H. Hales and F. Craven shall be two) are to be appointed by the subscribers. F. A. H. Hales and F. Craven (ch.), are to be permanent. Registered office: 3 and 4, Clement's Inn, W.C.2

E. Walter George, Ltd. (211,077).—Private company. Registered January 13. Capital £1,000 in 5,000 ordinary shares of 2s., and 500 7 per cent. cumulative preference shares of £1 each. Objects: To carry on the business of a commercial art studio. Solicitors:—Ward and Melliar Smith, 35, Queen Victoria Street, E.C. 4

Engineering Trader, Ltd. (211,146).—Private company. Registered January 16. Capital, £3,000 in 2,000 10 per cent. cumulative preference and 1,000 ordinary shares of £1 each. Objects: To act as agents for, and deal in, engineers' machine tools, plant, machinery, ironmongery, hardware and effects of all kinds; to carry on the business of proprietors and publishers of journals, magazines, newspapers and other works, etc. The first directors are: T. Allsop, H. Mase, S. P. Clough. Registered office: 26, Holborn Viaduct, E.C. 1.

Colman's (Printing) Services, Ltd. (211,144).—Private company. Registered January 16. Capital, £100 in £1 shares. To carry on the business of printers, advertising specialists, consultants, contractors and agents, etc.

60th BIRTHDAY CELEBRATIONS

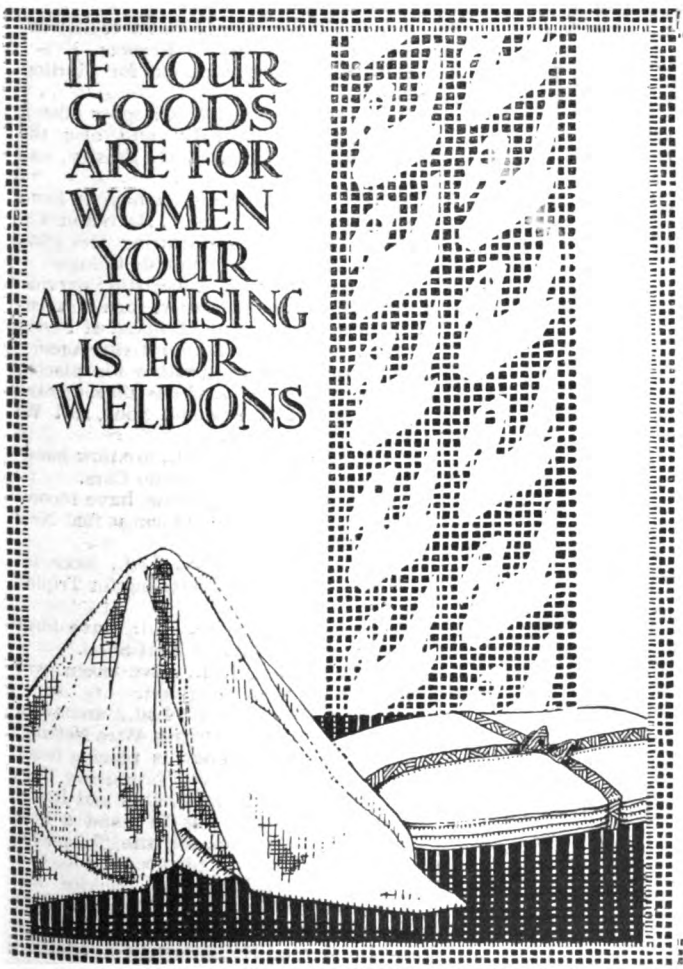
Last week saw the celebration of the diamond jubilee of the *Dudley Herald*, one of the series of local papers published by the Midland United Newspapers, Ltd.

Mr. G. M. Morton (managing director), presided, and the guests included Lord Ednam, M.C., Mr. Cyril Lloyd, M.P., Mayors, Town Clerks and chairmen of local councils, and many public men of the towns and districts served by the six papers published by the firm.

Speeches by Lord Ednam, Mr. Lloyd and Alderman Cook, eulogised the influence of the Herald Press on the progress of the Black Country, and reference was made to the many commercial activities of the district, quite different from the iron, steel and coal industries, which were usually the only ones generally connected with the Black Country.

Mr. R. Matthais (manager) said it was his privilege and honour to propose the toast of his friends, "The Staff," who had served him with competence and loyalty during his three years' control.

Mr. H. R. Viner (advertisement manager) proposed "Our readers and advertisers."



Weldons

SPECIAL SPRING NUMBERS

April Issues on sale early in MARCH

WELDONS LADIES' JOURNAL

(PRESS, FEBRUARY 15.)

WELDONS ILLUSTRATED DRESSMAKER

(PRESS, FEBRUARY 9)

WELDONS BAZAAR OF CHILDREN'S FASHIONS

(PRESS, FEBRUARY 9)

WELDONS LTD.,

30/32, Southampton Street, Strand, London, W.C.2

950,000 MINDS IN RECEPTIVE MOOD

"TEN miles from our destination Robinson finished his last cigarette. Exactly seven and a half minutes after we had arrived he was filling his case with a brand he had never before tried. I suppose that even now he hardly realises that he had been sitting for two hours opposite a delightful pencil sketch, advertising that new smoke."

The selling power of those Pencil Advertisement Panels on the walls of L.N.E.R. carriages is potent because all who see them are in a receptive mood; because the Panels themselves are dignified, restrained and pleasing to look upon. The suggestions they carry are implanted in the minds of 950,000 passengers every day.

SAY IT IN PENCIL TO THE BUYER SIDE OF BRITAIN

ASK FOR RATES. The low cost of this good advertising will pleasantly surprise you. The rates include provision of sketches and panels, with regular inspection by the Company's own staff. Send your enquiry now to the Sole Agent:

T. McDOUGALL, LTD., KINGSWAY CHAMBERS, 44/46, KINGSWAY, - - - - LONDON, W.C.2.

Telephone: Holborn 5240.

I MAKE NO EXTRAVAGANT CLAIMS.
I do not pretend to be able to double sales within a week. A man of 10 years' agency experience, I reserve my judgment according to the facts of the case. At present I am engaged upon the planning and designing of national advertising campaigns. Any manufacturer requiring a capable publicity manager will receive full proof of ability, thoroughness and experience on communicating with *Box* 999, *Advertiser's Weekly*, 66, *Shoe Lane*, E.C.4.

Have you ANY WASTE PAPER, Overissue News or Journals for disposal?

If so, we shall be pleased to call and quote prices

'*Phone:* HOP 1284.

F. MITCHELL & Co. (London), Ltd.
Buyers and Exporters of all kinds of Waste Papers.
7, UPPER GROUND STREET, BLACKFRIARS, S.E.1.

Offset and Photo Offset— NO BLOCKS Required.

REDUCE your costs of printing by photo offset process. Folders, booklets, facsimile letters, posters, showcards, catalogues, letter headings, can be reproduced with half-tones, line or colours and printed on the roughest of surfaces or linen-faced paper at a lower cost than letterpress and a better result. Blue prints, plans, charts, etc. Specially suitable for long runs on thin paper containing half-tones where it would be impossible by letterpress printing to obtain a good effect.

CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 *and* 6387.

CURRENT ADVERTISING

Smith's Agency, Ltd., are again booking large spaces for Allinson's Wholemeal Bread and Pond's Extract Vanishing Creams.

A. J. Wilson and Co., Ltd., have business in hand for Austin Cars and Amplion Radiolux, and have been giving out for Iron Ox Tablets.

Osborne-Peacock Co., Ltd., are now handling an appropriation for the Ewbank Mangle, and increased space for Toblerone Chocolate.

London Press Exchange, Ltd., have taken over the advertising of the African Assurance Co., and been placing for African Irrigated Land Co.

Black's Agency has increased space for Willesden Hospital Ballot.

S. H. Benson, Ltd., have been booking space for Rowntree's Pastilles, Virol and Milk, Bovril and Edwards' Soup.

Day's Agency has business in hand for Mason Pearson Hair Brush and provincial advertising for Cirio Canned Tomatoes.

Lord and Thomas, Ltd., have renewed displays for Palmolive Soap.

Wilkes, Jeffrey and Co., Ltd., are handling business appearing for Owbridge's Lung Tonic.

Hannaford and Goodman, Ltd., are placing for Welbank's Boilerette.

T. B. Browne, Ltd., have increased advertising for Brown and Polson's Corn Flour.

C. W. Hobson has commenced an appropriation for Jacob's Biscuits.

C. Mitchell and Co., Ltd., are handling larger space advertising for Veet Cream, Sloan's Liniment and Angier's Emulsion.

W. C. Thorn Service has renewed newspaper advertising for Whiteway's Ciders.

S. E. Toon and Heath, Ltd. (Birmingham) have an appropriation on hand for Almira Hosiery.

J. Ball (Derby) has placed new instructions for Brown's Barley Kernels.

Sells, Ltd., have given out for Sterling Mellovox.

Robertson and Smith (Glasgow office), are handling "CcleaR," and also the publicity of John R. Stutt, Paisley, and "Karter" Furs.

Pool's Advertising Service have in hand a large appropriation for T. Bath and Co. This agency is now preparing the 1926 appropriation for 4711 Eau de Cologne.

Holford Bottomley Advertising Service, Ltd., have just issued orders for an extensive Press campaign for Pullars, of Perth.

The Paul E. Derrick Advertising Agency Ltd., have been responsible for placing Liverpool Virus, Evans' Pastilles, Quaker Oats, Ltd., J. S. Fry and Sons, and W. and T. Avery, Ltd.

Alfred Pemberton, Ltd., are now handling the advertising of Clyno Cars.

Art and Publicity Service have recommenced large space placing for New Zealand Honey.

Samson Clark & Co., Ltd., have increased newspaper advertising for Triplex Grates.

Partington's Service, Ltd., have business in hand for White Seal Soap.

E. W. Barney, Ltd., have taken over the advertising of Solignum.

Winter Thomas Co., Ltd., are again placing business for British Wire Netting.

The Dorland Agency is placing fresh business for Butywave, Tanqueray Gordon, Westminster Bank, Oxo and Royal Typewriters; and has in hand a new provincial campaign for the Telephone Manufacturing Co., Ltd.

Roebuck's Advertising Service are handling the advertising of Frank Wellington and Bowring Ltd., Savoy Motors, Ltd., and the Corona Engineering Co., Ltd.



Carlton *has now built up a* FASHION STUDIO

It has taken over five years to get this staff together and trained to the Carlton idea of quality. We are now able to give our clients quickly any class of fashion work required, whether it is a regular fashion drawing for catalogue illustration (which costs from one guinea upwards), or a really important fashion painting from ten to thirty guineas, or something between these extremes.

You will know if you buy Carlton Fashion work that you are getting the best at the price.

CARLTON STUDIO LTD.
Carlton House
Gt. Queen St.
Kingsway
W.C.2.

♦

The CROYDON TIMES SERIES
ESTABLISHED 1861.
Pulls for You
Penge Bromley Anerley Streatham Upper Norwood Beckenham Thornton Heath Elmers End Mitcham Norbury S. Norwood CROYDON Worcester Park Beddington Carshalton Sutton Woodcote Shirley Cheam Addington Ewell Belmont Purley Sanderstead Epsom Woodmansterne Kenley Ashtead Banstead Leatherhead Coulsdon Burgh Hth Warlingham Tadworth Chipstead Walton on the Hill Headley Caterham
COMB THIS GREAT TERRITORY FOR BUSINESS
SALES EXCEED 30,000 COPIES WEEKLY
12 pages for One Penny.
Specimen Copies and full particulars from
H. W. MORRIS-PUGH
Advertisement Manager,
Phone CITY 7447 114 FLEET STREET, E.C.4.

Use the WOMAN'S MAGAZINE and secure the best Results
Telegrams: Tracts, Fleet, London.
Telephone: Central 8428-8429.
Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

Overseas Advertising
Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.
D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.

OLDHAM CHRONICLE
EVENING and WEEKLY
NET SALES Evening - 17,508 Weekly - 16,615 PER ISSUE

We Hear—

THAT thanks to the spell of wintry weather lately experienced, there has been a considerable augmentation of those advertised lines that tell how to keep fit ; and——

* * *

THAT the old story of an ill wind that blows nobody good was fully verified by the amount of advertising suitable to the climatic conditions which appeared.

* * *

THAT with the passing of "the sales" advertising, now about run its course, there is a return to more normal conditions, and mail-order and other propositions making direct appeal are again space buying.

* * *

THAT Mr. H. G. Saward is leaving headquarters for a few weeks to pay a business visit to the United States.

* * *

THAT Mr. W. Whittall was entertained last week at a delightful little private luncheon by his late colleagues of the Big Six, who wished him well in his new activities on *Car and Golf*.

* * *

THAT a start has been made on the new building being erected in Fleet Street for the *Glasgow Herald*, and that by the autumn another handsome addition will be made to the fast becoming modernised Street of Ink ; also——

* * *

THAT it is only a matter of time—and not so very long either—until the *News of the World* will give effect to considerable improvements at the top of Whitefriars Street.

* * *

THAT the cold snap has been claiming many victims in the agencies and advertisment departments, and to work shorthanded seems the rule rather than the exception in most offices.

* * *

THAT Mr. W. Needham has retired from the *Evening News*, and after a short holiday returns to town to take up an important appointment.

* * *

THAT the last has not been heard of Sir Basil Clarke's proposals (reported elsewhere in this issue) on the treatment that ought to be meted out to many self-termed Press agents.

* * *

THAT Mr. Robt. J. Owen, as chairman of the Council of the National Advertising Benevolent Society, has issued the first piece of propaganda matter about the forthcoming festival, with the object of getting in touch with an increasing number of prospective subscribers.

* * *

THAT Sweden, which for the last few seasons has by advertisement called attention to the attractions it offers the summer holiday maker, is now—again by advertising—challenging Switzerland as the ideal winter sports playground.

KEY A SPACE IN THE EMPIRE NEWS
The Mail-Order Medium that pulls-and pulls-and pulls

We Hear—

THAT the many friends of Mr. L. Raftery, lately Assistant Advertisement Manager of the *Daily Mail*, are congratulating him on his appointment as Advertisement Manager of the *Evening News*.

* * *

THAT the Shell Motor Spirit account has passed into the hands of Messrs. Lord & Thomas, Limited, who will be issuing future instructions.

* * *

THAT Mr. A. Shepherd, of Business Builders, is another well-known publicity man who intends leaving London shortly on an overseas visit.

* * *

THAT Sir Charles F. Higham is to speak on the subject of Advertising at the Stationers' Hall next month, under the auspices of the Stationers' Company.

* * *

THAT emigration advertising is likely to be considerably extended in the spring by the London offices of several Colonial Governments.

* * *

THAT reports of company meetings have of late been occupying no small amount of space in the principal newspapers, and that among the things of this kind looming ahead will be the annual reports and meetings of the big banking institutions, generous providers of columns of interesting matter.

* * *

THAT Mr. E. Greenwood has added to his list of provincial representations that of the *Cumberland Evening Mail* and the *Combined Weekly Press*, the latter to be issued shortly in Workington.

* * *

THAT an event of a certain amount of advertising value—the annual traders' fancy dress ball—is being promoted for the third time by the *Croydon Times*, to take place locally on Wednesday, February 10.

* * *

THAT Mr. F. Osborne, hon. secretary of the Press Advertisement Managers' Association, and his committee have prepared a most attractive programme for the annual dinner-dance next Friday.

* * *

THAT Sir Harold Bowden (of the Raleigh Cycle Co., Ltd.), as a member of the Council of Federation of British Industries, and as a leading advertiser, is going to give an after-lunch talk at the Aldwych Club on Tuesday, when he will speak on "The New Spirit in Industry."

* * *

THAT what Driped is applied to the soles of boots and shoes, so "Beva" leather (waterproof) is to uppers—according to the new advertising proposition put forward by Messrs. Wm. Paul, Ltd., Oak Tannery, Leeds, who are using a number of country weeklies, through the agency of Messrs. Sheldon's, of Leeds.

* * *

THAT the Saward Baker organisation is in the throes of intense activity, for, in addition to their long list of clients, many new accounts have been added during the past month or two.

* * *

THAT Mr. J. George Frederick, a former editor of *Printers' Ink*, and now President of the Business Bourse (New York), is coming to England in March and will address some of the Publicity Clubs, mainly to spread the idea of market research.

Mr. Edward Baron, the able Director of Publicity for Carreras, certainly deserved a "bouquet" for the magnificent result of his firm's last year's trading. When I sent him one he wrote:—

"Very many thanks for
"your kindness.
"So many people here have
"contributed in no small
"measure to the result,
"that I must give some of
"the flowers to them, and
"I give you one too, for
"the DAILY SKETCH
"has brought good results
"this year.
"Again many thanks."

The DAILY SKETCH does help to beat business records—is it helping you in 1926?

ULRIC B. WALMSLEY, Advertisement Manager,
The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C.1

THE INNER SIDE OF ADVERTISING

By CYRIL C. FREER.

The one complete guide and desk-book for advertisers. Written by a practical man who has had a wide practical experience in all phases of British publicity. Mr. Freer knows what you want and supplies it in the most effective form. His book contains practical advice on :—

Effective Writing.
Business English.
Appealing to Men and to Women.
Analysing the Copy.
On Finding Inspiration.
Making the Lay-Out.
Booklet and Catalogue Making.
Writing Sales-Letters.
Suggestion in Advertising.
Salesmanship.
Creating Desire.
Association of Ideas.
The Power of Repetition.
Utilizing the Reader's Memory.
The Direct Command.
Business Imagination.
Analysing the Proposition.
Planning Campaign.
The Advertising Manager's Responsibilities.
Making Things Easy to Buy.
Keeping Records and Statistics.
The Power of Honesty.
Advertising to Children.
Retail Store Advertising.
Mail Order Advertising.
Window Dressing.
Bargain Sales.
Department Store Advertising.
Poster Advertising.
Making a Living in Advertising.
Financial Advertising.
Political Advertising.
Advertising by Film.

Also valuable information on Illustrating — Process Engraving — Stereotyping — Printing—Economics of Advertising—Agencies—List of Advertising Terms—Type Faces and Borders—and a series of 43 Lessons on Advertising, comprising a valuable free course of instruction.

A London Subscriber writes :—" I recently paid £15 15s. to a firm which said it would teach me Commercial Art, Advertising, etc., but I can honestly say I am learning more from this book than I did during a whole year's work under the £15 15s. people."

Another Customer says :—" I find in it a fund of information not discoverable elsewhere, and it approaches and deals with the subject in a most arresting, stimulating and original manner. I consider it the best investment I have yet made in books on the subject." These are quite unsolicited letters ; originals are open to inspection, among others equally enthusiastic. THE ADVERTISER'S WEEKLY itself has said : " Is as complete a Course in advertising as we have seen."

You take most books on trust, this one is sent for ONE WEEK FREE. Fill in this form ! It commits you to nothing. Delay will mean waiting while others are served !

One week FREE

TO THE LIBRARY PRESS, LIMITED, 5
10, Minerva House,
Southwark Street, S.E. 1.

Please send me " Inner Side of Advertising " for one week's free test. If I do not like it, I will return in your packing on 8th day after receipt. If satisfied, I will pay 6/- on 8th day and 5/- per month for 4 months (or 25/- cash).

Signature .....

Address .....

.....

Age.....If Householder .....

" Many Thanks—Very Pleased ! "

After paying the account a Cheltenham client writes in the above strain.

NOW LET US SHOW *YOU*

how persuasively we can make your goods or service appeal.

Lay-out and Copy on approval on request.

NAPIERS, *Printers,* Neville St., **CARDIFF.**

To Firms Seeking Wealthy Markets

" PINANG GAZETTE "

Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES 150,000 *daily*

London Representatives :

FREEMAN & CO., 33, Paternoster Row, E.C.4

We Hear—

THAT Mr. C. T. Pearce, President of A. McKim, Ltd., of Montreal, is in England discussing future possibilities of Canada as a market for British goods, and will be here until about the middle of February.

* * *

THAT Associated Scottish Newspapers are to hold a food exhibition in Glasgow this summer, and as it will be the first of its kind for a long period much success should attend it.

* * *

THAT the students of the Glasgow University sold 60,000 of their special magazine, " Y'Gorra," issued in connection with the monster annual carnival day for charities, by which £9,000 was raised.

* * *

THAT the official announcement that the Prince of Wales will attend the Highland Show in Kelso next June has stimulated great interest, and there will be a big demand for stand space from agricultural advertisers.

* * *

THAT the annual dinner of the Publicity Club of Leeds will take place on February 5, and that there are several pleasant surprises in store for the members and friends who attend.

* * *

THAT Mr. Snowden Schofield, head of Messrs. Schofields, Ltd., the well-known Leeds drapers, is the President-elect of the Leeds Chamber of Trades, and—

* * *

THAT Mr. Schofield was the chairman of the successful shopping week held in that city two years ago.

* * *

THAT the Leeds Chamber of Trades have passed a resolution requesting the City Council to take steps to inaugurate a new department for the purpose of advertising the city.

* * *

THAT the Mayor of Sunderland suggests the establishment of a Publicity Committee in connection with the Corporation. Sunderland Chamber of Commerce is arranging a conference to discuss a campaign to give Sunderland some much-needed publicity.

* * *

THAT the Cardiff contingent for the inaugural banquet of the Advertising Association on January 28 at present numbers eight — including the Lord Mayor—and—

* * *

THAT the number is likely to be increased, a certain sign of Cardiff's interest in advertising and the new Association.

* * *

THAT Mr. F. Arthur Rich has now resigned his position with Tillotson & Sons, Ltd., as London representative, and has joined J. Weiner, Ltd., as sales manager.

At the Hub of Industrial Wealth

Daily Dispatch

EVENING CHRONICLE

BUS. ADM. LIBRARY

Advertiser's Weekly
Friday, Jan. 29, 1926

OCT 7 1926

The Advertiser's Weekly

4D A COPY 20/- a year Post Free
Regd. at G.P.O. as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



Re: Selberite Arch Preserver Shoes.

"I am sure you will be interested to know that the keyed results of their advertisements last year easily put 'PUNCH' on top."

Fleetwood C. Pritchard, *Director*,
Advertising & Publicity, Ltd.,
January 7th, 1926.

::

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80 Fleet Street, London, E.C.4

A BUSINESS WITH 100,000 CUSTOMERS EVERY DAY

'HOWFFS'

OF SCOTLAND'S CAPITAL IN THE EIGHTEENTH CENTURY



No. 1.—THE SWEATING CLUB,

Flourished about the middle of the century. After intoxicating themselves, it was their custom to sally forth at midnight and attack whomsoever they met upon the streets. Any luckless wight who happened to fall into their hands was chased, jostled, pinched and pulled about, till he not only perspired, but was ready to drop down and die with exhaustion. Even so late as the early years of the nineteenth century, it was unsafe to walk the streets of Edinburgh at night on account of the numerous drunken parties of young men who then reeled about, bent on mischief, at all hours, and from whom the Town Guard were unable to protect the sober citizen.

If Rip Van Winkle had been one of that tough crowd and awakened to Splendid Prosperous Edinburgh of 1925,

How he would have gaped.

Citizens in their tens of thousands going soberly home by tram, 'bus or train,



Whiling away an otherwise tiresome twenty minutes with a "News"—THE BETTER PAPER.

Edinburgh Evening News



SCOTLAND'S "CAPITAL" PAPER WITH THE LARGEST SALE

The GRAPHIC LEADS

The Advertiser's Weekly
THE ORGAN OF BRITISH ADVERTISING

The GRAPHIC FOR CHOICE

Vol. 49 FRIDAY, JANUARY 29, 1926 No. 662

Can Advertising Help the Cotton Industry?

An Expert Analysis of the Present Position—What United Effort Could Do—The Eastern Markets

by Edgar Osborne, *Chairman, Osborne-Peacock Co. Ltd.*

	Average Weekly Cotton Consumption (Bales).	Raw Cotton Price.*	Exports—Yarn.		Exports—Cloth.		Wages advance over 1913.
			Quantity—lbs.	Value.	Quantity—Yds.	Value.	
1913	83,560	6·76d.	210,099,000	£15,006,291	7,075,252,000	£97,6775,855	
1925	63,072	13·76d.	189,532,100	£30,500,647	4,433,745,300	£150,526,060	90%

* Per lb. Middling American.

THE figures at the head of this article give the key to the situation in the cotton industry. Cotton is the clothing of the poorest of the poor. Lancashire's prosperity is dependent on the bulk demand for coarse "counts"; and the inability of her customers, in China and India especially, to pay the present price for cloth is the main reason for the depression in the trade. Lancashire is up against the economic upheaval created by the war, and only time will solve her problems.

Complacency

Such is the position and such is the attitude of the average Lancashire man towards it. A sense of futility seems to have brooded over the industry since the boom spent itself. The infallibility of the law of supply and demand is accepted as a perfectly satisfactory excuse for waiting complacently for the inevitable revival. Meetings to discuss short-time working or to deprecate price-cutting are held frequently and lend credence to the belief that the situation is well in hand.

I doubt it. I yield to none in my admiration for the manufacturing and distributing organisation of the cotton industry. Granted that most of the pioneers of textile machinery were British and the machinery is well employed, granted that in the humidity of Lancashire's atmosphere the industry has an asset not to be duplicated elsewhere, it has required conspicuous business ability to build up and maintain our greatest export trade.

But the very strength of Lancashire's heritage and the loyalty of the present Lancashire generation to her traditions is a potential weakness now. For over 150 years Lancashire goods have been the best and cheapest and consequently their distribution has required the absolute minimum of selling effort. Until 1913 the demand was almost automatic. It expanded naturally as civilisation progressed. The great shipping houses and their agencies overseas were rarely called upon to tackle any selling problem. In accordance with custom the manufacturers dealt only with merchants or shippers and their selling problems were settled on the floor of the Manchester Royal Exchange.

This is certain—the ultimate consumer did not enter into the calculations of the manufacturer except in a very general way.

Stagnation

The customs of 1913 were the customs of 1863, and with few material changes, the customs of 1813. They are the customs of to-day, and there is something to be said for standing by them. But it has been definitely established that since the war the direction of Lancashire's trade has altered. There have been many changes in the kinds of goods sent to different markets abroad. The demand for coarse "counts" is diminishing or is being fulfilled by competitors; the demand for fine "counts" is steady, with a tendency to develop considerably in the near future.

Obviously there is need for market research, but the question is who will undertake the work. Not the shipper, for he is not concerned with the nature of the fabrics; he is simply a distributor. Not the manufacturer, for his business is production, and he will not change his output until the necessity for change is thrust before him. Co-operation is the logical course, but nothing short of a total collapse of the cotton trade would bring manufacturers and shippers together.

Disunited

Some years ago it was agreed by a few cotton houses that the visit of a trade mission to India was desirable, and they each contributed a sum towards expenses, inviting the Government of the day to guarantee to foot the remainder of the bill. The Government agreed on condition that the whole of the industry would have access to the records of the mission. Rather than agree to this most of the manufacturers interested withdrew their support and the idea was abandoned.

It will be accepted that market research must precede any advertising activity, but assuming sufficient knowledge of the trend and character of demand could be gathered from, say, unofficial or independent sources, and on the basis of this information an advertising campaign could be planned, the same stumbling block would have to be surmounted.

But I believe the day is near when every section of the cotton trade, the spinners, weavers, dyers, finishers,

bleachers, makers-up, merchants, shippers and packers, will recognise that Lancashire is faced with a selling problem, and, like every other industry, it must march with the times and use the most powerful auxiliary of selling—advertising.

I believe that even in China and India, the two largest markets, where media, as we know them, are practically non-existent, we can improvise effective methods to influence the teeming millions who at present buy, say, six yards of cloth a year, to buy seven yards.

In our Colonies, in the United States, in South America, in all countries possessing an influential Press and a responsive public, I believe that an advertising campaign commenced this year would bring sufficient results within two years to keep the fine counts section of the industry busy for the next five years.

Two Suggestions

The cotton industry is particularly well served in the matter of export reports. About the middle of each month figures are available covering the shipping of cloth to fifty markets or sections of markets. By January 14 the December figures were available. I believe that using these figures as an index to the ebb and flow of demand an advertising campaign with the broad object of popularising "Made in Lancashire Fabrics" could be conducted on sound and profitable lines, but of course infinitely superior results could be expected from a series of intensive campaigns prepared to capitalise current conditions in individual markets.

I have sketched the position, emphasised its difficulties, and affirmed my belief that advertising can play a very important part in restoring the world's demand for cotton goods. Those who visit Lancashire for the Convention in May and who care to seek problems outside the agenda will find one here worthy of their mettle.

Turning to the home market, I estimate that £20,000,000 worth of cotton fabrics were retailed in Great Britain last year. I have no figures covering textile advertising expenditures by me, but I should be surprised to learn that the total advertising allocations of all cotton manufacturers and merchants exceeded £100,000. If the stores find it profitable to devote much of their space to Lancashire goods then surely the manufacturers and wholesale merchants would benefit by publicity.

Of course there are houses in Lancashire where the value of advertising is accepted, and the fine announcements of Cepea Fabrics, Horrockses Fabrics, Tootal Fabrics, Duro Fabrics, Dorcas Cambrics, Osman Towels, etc., and the made-up lines, *e.g.*, Aertex Underwear, will be familiar to most advertising men. It is to be hoped that their lead will be followed in time by the rest of the industry.

The Association and the Future

Value of Organised Propaganda—Exclusiveness a Danger—Reduction of Unemployment

By S. Presbury, *F.R.Econ.S., Chairman of the Screen Advertising Association of Great Britain and Ireland*

THE formation of the Association is the natural trend of all big undertakings to-day whether productive or distributive.

These formations arise from mass movements that "follow my leader." They can be deliberate and designed. More often they are impelled by the need of something to be overcome without knowing fully what; leaving much to chance, circumstance, or experience.



Mr. S. Presbury

To what extent the founders of the Advertising Association were prompted by either of these, is an unknown quantity. That the conscious motive is to elevate, unify, dignify, and make more useful to all concerned is obvious, and highly commendable.

"An Excellent Machine"

The Association is an excellent machine for such a consummation. But it is but a machine. Its constitution has no doubt to be amended here and there, and its Council of broad-minded and experienced business men will no doubt see to it.

The machine once created, what next?

Organised propaganda under the aegis of the Association is necessary (1) to educate the manufacturer and merchant, (2) give confidence to the consumer and make him trust "Truth in Advertising," (3) rope in all desirable agents to co-operate in this endeavour and secure once for all its achievement.

Co-ordination

The ramified bodies that have sprung into existence such as advertising research, art, etc., in relation to advertising should all be co-ordinated at non-social conferences periodically, culminating in the annual Convention. Here is a big field to harrow and cultivate.

New methods must be co-ordinated and made operative to meet the new world trend in industrial enhancement, but to this end advertising stands in a relative, but at the same time, unique position.

It is not a producer, nor consumer in the general economic acceptation of these terms. It is a servant to both—it is not a paradox but it has two masters to serve.

From this understanding it must develop its course befitting the needs of 1926. We are proceeding so fast to-day in all attempts to recover and develop trade that every year is like an epoch and needs changing methods and deep forethought.

These concrete aims must not be subordinated to deliberations as so often happens where official form and rules become the dominating and paralysing factors.

Danger of Exclusiveness

Another danger in modern combines and associations which must be vigilantly observed and fought is the tendency to exclusiveness; the protective element which forgets the collective good and creates a vested interest; the discouragement of small concerns that follow religiously the desired aims of good and useful association; the overlooking of new ideas of advertising which are not always Press advertising.

There is sufficient field yet unexplored that if scientifically approached—a consummation that the Association can secure—its exploitation would so develop the demand for advertising that all who observe the best in business ethics and service would gain without need of selection in patronage.

Creating Employment

This field if properly exploited could add its quota to the reduction of unemployment. People who control capital and those who buy advertised commodities are nervous through want of knowledge of "how to make money go round." The consumer does not yet realise that he is a manufacturer (indirectly) as much as the manufacturer from whom he buys. Advertising agents have never been sufficiently thanked, and people in high places do not yet understand how advertising has forced capital and purchasing into activity which otherwise would be latent capital and purchasing power, adding to our trade depression and unemployment.

Having done so much, we can by scientific processes do more.

The Association once formed, its great work has yet to be framed for constructive objectives in response to the demand of the age.

Goddard Watts, Ltd., 3, Broadway, Ludgate Hill, E.C. 4, require rate cards and specimen copies of all publications.

Selling France Its Staple Drink

The Distributive Policy of the Etablissements Nicolas—Poster Caricatures with a Real Original

By Fernand A. Marteau

THE "marchands de vin" occupy in French life a place similar to the tea shops in British daily routine. And just as there is a "Lyons" among the latter, there is a "Nicolas" among the former.

Sales and advertising policies are, however, very different; although



Nectar, the mascot of the Etablissements Nicolas and of whom more will be said later, is a very able counterpart of our own popular Nippy.

The Etablissements Nicolas are not a new concern. The first three "Succursales" were founded not less than one hundred and four years ago.

To-day, thanks to a most interesting sales policy, there are some 190 of these "Dépots Nicolas," all of them in or around Paris. These are not, however, places where wine can be consumed, but simply where the daily or weekly home supply is bought. Nearly all these shops have a stereotype frontage (again a comparison could be drawn with Lyons) of dark wood with gold initials in a medallion and a name plate running right along the whole building.

The sales policy has a number of unique features, but I intend to analyse in detail only one, that which concerns the opening of new depots.

No such extension is made unless the territory it is intended to cover has been thoroughly prepared. When headquarters feel that one particular district, not yet possessing a depot, is "getting lively" (orders sent to headquarters or to neighbouring district depots serve to indicate this) the ground is closely surveyed. As deliveries are made within a 30 miles radius of Paris, the district under observation can be nursed up and full satisfaction given for a considerable time. In this way a nucleus of customers is secured long before the actual opening of the shop.

Uncovered districts, however, are getting few, and the Etablissements Nicolas have no desire to procrastinate. It therefore often happens that depots are duplicated in a district.

The first problem to solve in that case is: Will the district stand a second depot?

Strange to say—and I have ample proofs given by Mr. André Kaminker who has examined the policy in *Vendre*—during the few initial days the sales of the neighbouring depots were only slightly affected. But the first month's figures in the aggregate were never below those of the previous non-competitive month, while during the following period the sales graphs continued their normal curve.

There are many reasons for this. The new shop has only been opened after exhaustive investigation as to its possibilities; the opening is preceded by an increased advertising effort reacting on *all* depots; the old shop makes an additional sales effort in order not to lose any of its own ground, and apparently succeeds; furthermore, although the new shop is in a district already "served," it is nearly always opened in a different shopping centre (these are far smaller in Paris than in London) and in most cases tackles a different part of the community, although in the same "quartier."

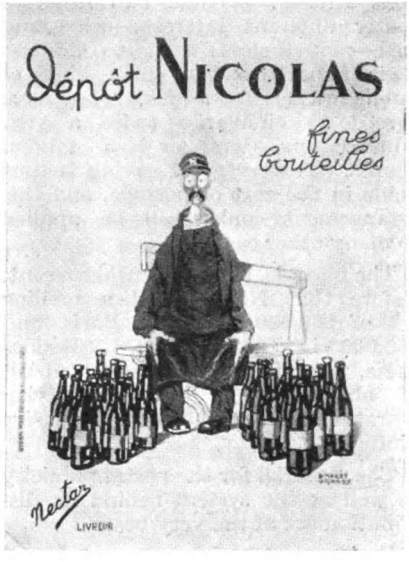
Every step of the putting into practice of this policy is helped by the discreet use of a number of advertising media; Press, poster, circular and film taking each their place in an effort to create and maintain goodwill.

The chief medium is the poster.



The letterpress is limited to the inscription "*Depot Nicolas—Fines bouteilles.*" The meaning of the latter part is not, as a close translation might make it appear, "fine bottles," but "excellent wines." On the left corner of every poster is the signature "Nectar," while the subject of the poster is invariably the "livreur" or roundsman.

Like Freddy of the Geneva "Excelsior" Tailoring Establishment (*), Nectar exists. He is one of the delivery men employed by the firm, endowed with a genial smile and a bushy, well-kept moustache. Dransy made of him a cartoon which is a masterpiece of "boulevard" wit, and



the artist was sufficiently clever to keep Nectar well alive by altering his movements from time to time.

The first time I met Nectar was on a hoarding in the Rue Vivienne. He was carrying a dozen white wine in the right hand, and a dozen red wine bottles in the left hand, a feat well worth noticing. But when I next met him, some six months later, Nectar had gone one better. He had found it possible to carry, in addition to the already described load, two more bottles under each arm and three in his apron pocket. Since then, Nectar has appeared sitting down, his now innumerable bottles around him on the floor and, just recently—the last poster I believe—shows him leaving the bench where he had a well-earned six months' rest.

I wanted to explain these posters in detail in order to indicate how individuality and life was given to that lay figure, securing renewed attention when an unchanged mascot would have become uninteresting and a total change of personage would have meant loss of the benefit of cumulative effect. There is nothing remarkable about the Press advertising, apart from a touch of boldness. The names of the wines recommended are followed by an apprecia-

*See *Advertiser's Weekly* of Nov. 27, 1925, Page 325.

tion—just one or two words—more effective than lots of "copy."

Here is a bottle of Pouilly, at 3 francs a bottle, followed by a single word: "*famous!*"; there a bottle of Graves at the same price with the short comment "*very mild!*" But it is in the catalogues and circular letters that the "personal" touch is maintained, thanks to such pertinent remarks—as we shall see later.

Two Firms in one Cover

With regard to circularisation, let us first comment on a "cost reducing" arrangement entered into by the Etablissements Nicolas and the Charbons Breton. These two firms of vastly different interests—wine and coal—nevertheless want to address their appeal to the same kind of public in the same radius. They have agreed to circularise twice a year "under one wrapper" a million people. A very great saving is thus made in the cost of postage, and this arrangement could well be applied to many other cases.

The move is, however, rather recent. Before that Nicolas had a mailing list of 200,000 names in Paris, and 150,000 in the suburbs. Besides these, there is a specially selected list of about 28,000 names receiving literature referring to more expensive vintages.

The material for the postal publicity as well as the system behind its distribution are of the very best.

Besides most elaborate catalogues going to the "selected names," there are a great number of unpretentious circulars produced in imitation of inexperienced writing and all the more intimate in appearance as the remarks behind the wines recommended are of a familiar character.

Descriptive Phrases

Here are a few of them :—

Le Pouilly . . . which seems to be resting on fine lace.

L'Anjou . . . the love bottle.

Le Chateau d'Yquem . . . this one is the Master; approach him with respect.

Le Clos Regent . . . a real velvet.

The manner in which the film advertising is carried out is in full keeping with the tone of all other propaganda matter. No educational or scientific demonstrations; simply a few animated cartoons in which Nectar lives once again in funny scenes, making him still more friendly to all.

As can be seen by this brief survey, the Depots Nicolas advertising policy is one of good humour. The 190 shops, the fact that the firm has been in existence for over 100 years, all the paraphernalia of the dignity appeal has been ignored to allow the style to be uniform and in keeping with the product sold—and this, indeed, successfully.



The standard shop front design of the Nicolas wine shops

A Full Stop In Printing Progress?

The Work of 1900 Compared with that of To-day

By "Bookworm"

HAS the standard of work in the printing industry reached a point where it is no longer capable of being markedly improved on present lines?

This question is raised in the 1926 edition of *Penrose's Annual*, the process year book and review of the graphic arts.

Describing the progress made in process work during the first quarter of the twentieth century, the Editor writes: "Looking through our volume for the year 1900, we are impressed with the quality of the half-tone and colour work which was then done, when we allow for the conditions existing at that time. Neither block-making nor printing had the mechanical facilities which are now available, and the comparative excellence of the work in 1900 was due to skilful craftsmanship. This prompts the thought that the experience of twenty-five years, coupled with the great improvements in apparatus and machinery, ought to have brought about a much greater change than is now observable. We can only conclude that, as the processes employed have not radically changed, the standard of work has reached a point where it is no longer capable of being markedly improved."

On technical matters, there are not many men in this country qualified to debate the findings of Mr. William Gamble, the Editor of *Penrose's Annual*, but on the general point of "progress," I, as a user and a student of all forms of printed matter, venture to wonder if he has not looked on the grey side.

No one can deny that astonishingly good work was turned out by the skilful craftsmen of twenty-five and more years ago. The best productions of 1900 compare favourably with the best of to-day. But between the general level of production in 1900 and to-day there is no comparison. The improvement of the general level of output is the true measure of progress in an industry that appeals essentially to the million. Not every user of printed matter has the money or the vision to pay for skilled craftsmen, and it is by the ordinary work of the ordinary worker that the trade is judged by the great public.

"What we want," writes Mr. Gamble, "are men who will strive to improve, but not upon existing lines; who will have the courage to get away from the beaten track and aim to find out something the world has not known before."

Technical men may agree.

But what advertisers want, if the correspondence columns of the WEEKLY are any criterion, is a great improvement in some departments so familiar to the technical men as to be apparently almost despised. In two successive weeks, January 8 and January 15, an advertising manager and the head of the service department of an international advertising agency have written to the ADVERTISER'S WEEKLY complaining of the very poor production of half-tones in newspaper advertisements, even when very coarse screens are used.

Ingenious efforts have been made by an advertiser and by a process engraver during the past twelve months to solve this problem. Mr. W. Buchanan Taylor, Advertising Manager of J. Lyons and Co., introduced—or, according to some claims, reintroduced—a vertical and horizontal screen which has given very satisfactory results. This was described in the WEEKLY on January 23, 1925. Mr. Carl Hentschel has introduced a "super coarse screen," of which also a good deal has been seen. This was described in the WEEKLY on June 12, 1925. But there is still an insufficient number of "men of courage" concentrating on this very common problem—a vital one for many advertisers.

Catching the Interest of Wholesalers' Representatives

How Co-operation in Merchandising is Secured by Ingham Clark & Co.—A Red-Hot Marketing Problem Solved

By Cecil Chisholm

LAST week I described a new trend in merchandising—the effort to awaken the wholesaler to a more active co-operation with the maker, and particularly with the advertiser. The effort was long overdue; it is at present very sporadic; but it will certainly grow. For without more intensive service from the wholesaler, the maker *cannot* get his selling costs down.

Less sensational than the schemes carried out by M. C. D. Borden & Sons, but equally effective, have been the methods adopted by the famous old English house of paint and varnish makers, Messrs. Robert Ingham Clark & Co. This concern annually does an enormous trade in household decorating materials. This business is usually done through the builders' merchants.

Educational Work

For many years past this concern has been feeling its way towards better methods for dealing with the distribution problems of the wholesaler. One of the methods of educating the wholesaler was to publish a detailed chart showing the merchant dealer how largely the firm depended on him. The chart was enclosed with sales literature directed to the firm's customers with excellent results. In this case, the dominant problem was that of securing co-operation from houses handling a vast range of goods. How was the merchant, and in particular the merchant's salesman, to be specially interested in the products of the house?

A three days' convention has always been a feature of each year with Messrs. Ingham Clark & Co. In planning this sales convention, the house has always taken a very wide view of their sales force. In former years, they always invited some of their merchant customers to send representatives and shopmen. Usually the first day of the convention was given to the house salesmen only; while the second day was thrown open to their customers and their salesmen.

This year, however, the firm went a step farther. They have just concluded (in co-operation with their allied house, Messrs. R. Gay & Co.) a special educational sales convention for the benefit of the salesmen of the builders and decorators' merchants. More than sixty salesmen attended.

Naturally the proceedings included a round of the works, so that the materials and processes could be studied at first hand. But there was also a great deal of help given on sales methods. At the same time, the general policies of the house in relation to the merchants were ably defined.

The lectures given were divided roughly into technical and sales subjects. It would be difficult to give an idea of the value of the real help given to the salesmen present save by quotation.

Here is a little gem on demonstration:—

"Too many salesmen regard their prospect as being possessed of only one sense—that of hearing. Do you realise that human beings possess the senses of touch, smell, sight and taste?

"Instead of using all your time for talking, open a can of varnish, put a brush into the man's hand, give him a panel and let him put the varnish on. Guide his thoughts in the way they should go.

"Let me try it on our demonstrator.

"Now, Sir!

"You know all I can tell you about our goods, and I want you to prove to your own satisfaction that I am right.

"Smell it, Sir!

"Do you notice the peculiar aroma of genuine American turpentine; no sign of substitute in that varnish.

"Works well?

"Notice how it is flowing out.

"No bits or skin in it! etc., etc.

"Incidentally, one of my merchant customers is installing a sampling room into which salesmen can take customers, and where they can demonstrate the goods under discussion.

"This, of course, will be very useful to the inside man. But there is no reason why the outside salesman should not take round liquid samples, especially those who have cars."

One of the most interesting demonstrations at the conference was a test of enamels. Tins containing competitors' enamels were opened, each tin being completely covered with plain paper, so that no maker's name could be shown. Completely camouflaged tins of competitors' enamels were brought in *unopened*. They were opened in the presence of the salesmen, and the contents applied to boards against one of the brands of Ingham Clark's. The audience was able to compare the different enamels when they had dried out, so that they might ascertain values of the various brands as compared with Messrs. Ingham Clark's.

It would be difficult to imagine a demonstration more likely to convince the most cynical salesman.

The question of complaints was gone into very fully in a special lecture. I think that every grouse that any salesman ever had on the subject of paint, enamel or varnish was taken up by that lecturer. After explaining the innumerable causes which might lead to complaints being made, without justification such as the ignorance of those employed on the work, the speaker went on to deal with the legitimate complaint.

Here are the particulars which the salesmen should take and forward to the makers where he feels that the complaint was sound:—

1. Nature of defect or complaint.
2. Address of job.
3. Nature of material over which used and whether inside or outside.
4. Name of material.
5. Name of supplier.
6. Conditions under which work is done. Particularly if moisture gases, chemical fumes, etc., are present.
7. Description of primers and undercoats, etc.
8. Description of surface. If over old paint, distemper, etc., new wood, plaster, cement, etc.
9. Preparation of surface.
10. Date work was done.
11. Weather conditions.
12. Special notes and observations.

These questions can be applied with very little change to a great variety of goods used in constructional work of any sort, yet what manufacturer before had brought such a number of them before sixty salesmen under conditions in which they would sink in?

These points were summarised in a copy of the lecture passed to every salesman, so that they should go into the repertoire of most of the salesmen concerned.

Here are some telling arguments on behalf of special service, which the house offers the merchants, that were pointedly driven home during the convention.

(*a*) The firm's district managers and selling staff are going to devote a portion of their time to calling with the merchants on any particular customer they wish. More, they are willing to go as the merchant's special representative from his works. In the event of a complaint from a customer or a special difficulty, the merchant can have their help whenever he calls for it.

(*b*) The house pledges itself to continue its efforts to educate the

public to the advantages of using good quality paints and varnish, which is calculated to increase merchants' figures of turnover and profit. At the same time, the firm will always recognise that certain classes of trade require only very cheap material; *e.g.*, corrugated iron and farm buildings. It will continue to supply a maintenance paint that is really cheap in price.

(*c*) The firm will establish the confidence of its guests in its goods by sustaining always the consistent quality on which the wholesaler and his customer can confidently rely.

(*d*) The firm will not introduce competition in any district.

(*e*) The firm will not permit their salesmen to call on a builder, or a painter or decorator in competition with any merchant's representative who is selling their products, or in any district where a merchant contracts with them to give them proper representation and to act as their wholesale distributors.

(*f*) The firm offer the wholesaler the full facilities of its works. He is at liberty to bring a customer with him to go over the whole works, as if it were his own. If the wholesaler cannot accompany his customer, the house will meet him and act in every way for the wholesaler. At the same time, the house pledges itself not to steal the customer.

(*g*) The house places its chemists and research laboratories at the wholesaler's command on technical questions or unusual problems.

The subject of advertising was dealt with in a special lecture. The firm very wisely appeals direct to the retailer and the consumer by press and other methods of advertisement. I doubt whether the function of manufacturer's advertising in helping to move the goods has ever been better expounded to the wholesale trade.

Here are some typical points made by the speaker. (Every traveller had been supplied with a case of samples of recent press advertising and dealer helps.)

"I want you to realise that the cases which are before you are, metaphorically speaking, if not actually, filled with pound notes. That is, if you will use them in the right way. The process of turning leaflets into pounds, shillings and pence is one that will interest us all, so that I need hardly apologise for pursuing the subject a little further.

"In the first place, let me remind you that all leaflets can be supplied overprinted with the name and address of your firm. Bearing this in mind, my suggestion is that you never make a call upon a prospective buyer without leaving at least one leaflet behind as a 'silent salesman.' Send them out with your letters and invoices. Get some placed upon the counter. Remember at all times that, as I have said, they are 'silent salesmen' who will work for you ceaselessly and without recompense. Use them and reap the reward."

An American concern cut out some of the difficulties of the sales talk to the merchant's travellers in an ingenious way. They arranged a competition, with £200 in cash prizes, for the best answers to 34 questions regarding their products. The Edward Katzinger Co. report that they received 300 answers from roughly a thousand salesmen who were approached.

The firm has had the common experience that the very best educational literature is not read by the salesmen. This applies to the retailers' assistants as well as to the wholesaler's travellers.

The Katzinger Co. have prepared a series of folders on pan salesmanship (their product is a baking pan) but with no real results.

By means of the competition they were able to arouse interest in the study of the goods and in the sales arguments.

The questions set were, I think, more technical than many English travellers would care to tackle. Here are a few examples:—

How many pieces of tin are used in making an Ekco Sanitary Bread Pan?

How many different weights of tinplate are we in a position to furnish for the manufacturer of bread pans, and what are the common names for these weights?

Make out an imaginary order for 100 sets of strapped bread pans, giving all the necessary information in proper sequence, with full specification.

What is a maximum length loaf which can be wrapped on the particular wrapping machine sold by your company? Mention name of wrapping machine.

What is the average number of times a day your customers use their bread pans? How many bakers did you ask about this?

Frankly, I do not see the wholesaler in this country answering 34 questions of so technical a nature. On the other hand, I think he would enjoy answering half a dozen, or even a dozen, if the odds were not too high against him.

Yet Edward Katzinger & Co. reported that this competition had created more custom in the wholesale trade than any other piece of sales work they had ever done. Some wholesalers actually held meetings of their salesmen to discuss the questions, so that all their salesmen should have the benefit of the knowledge available whether they went in for the competition or not.

Several other methods of improving wholesale selling are being tried by manufacturers. The film has been found to have possibilities, although these appear to be limited.

On the whole, however, the methods described above seem to be the most fruitful so far attempted. If any of my readers has been happy enough to hit upon a "better one," I shall be most interested to hear of it.

The Dutch are steady-going and prosperous. They like British goods. You can get their custom by advertising in these leading papers.

"Algemeen Handelsblad" (Amsterdam)
"Nieuwe Rotterdamsche Courant" (Rotterdam)
"Nieuwe Courant"-"Het Vaderland" (The Hague)
"Wereldkroniek" (Holland's Leading Weekly)

Representatives in the U.K. from whom rates and particulars can be secured

THE OVERSEAS PUBLICITY & SERVICE AGENCY
9 Quality Court, Chancery Lane
LONDON, W.C.2.
Manager.- G.D.Young
'Phone:-Holborn 5628 (Solely Publishers Representatives-Not Advertising Agents) Telegrams "Egyptadco"

Tax on Advertisements?

Treasury Considering 10% Impost on all Forms of Publicity.

THE ADVERTISER'S WEEKLY understands that the Chancellor of the Exchequer has had under consideration a proposal for the taxation of advertisements.

The proposal is not a new one. Information on the subject has been gathered by the Treasury on previous occasions for the guidance of the Chancellor in framing the Budget, but up to the present the problem of collecting the tax and the uncertain amount of revenue likely to be derived have deterred the authorities from imposing the tax.

One of the great difficulties in the way has been the estimating of the probable revenue. The amount of money spent on all forms of advertising in Great Britain every year has never been even approximately estimated. The figures given by various people have ranged from £40,000,000 to £150,000,000.

A 10 per cent. tax on the lower of these amounts would only produce £4,000,000 a year, and the higher figure is rejected by the majority of those competent to judge as being exaggerated.

The cost of collection would inevitably be considerable. There are several thousand newspapers in the country, from each of which a return would have to be made on the advertising revenue. Outdoor publicity, again, would be called upon for returns, screen advertising would be involved and presumably direct mail advertising would not escape. All catalogues and promotion matter would come within the scope of the tax. Theatre programmes are a big advertising field, though the revenue may be small in relation to the whole body of expenditure.

It is seventy years since the last tax on advertisements was repealed in this country. It was then being levied at the rate of 1s. 6d. per paragraph, whatever the size of the advertisement, and the revenue to the State was about £175,000 a year. Such a system would be manifestly inequitable in the present day of double-page spreads and other large display advertisements. A tax of 2s. in the pound is indicated, in well-informed quarters, as the figure most likely to be considered practicable by the Chancellor of the Exchequer, provided always that the imposition of such taxation is included in the Budget.

It is well known, however, that information about a forthcoming Budget is never allowed to leak out beforehand, and whatever may be the decision of the Chancellor of the Exchequer it is unlikely that the advertising profession will know its fate definitely until Budget Night.

Rolling Stones that Gather Much Moss

By Norman Hunter

THE advertising man's life is a life of change. If he wants to succeed he must move, not necessarily very rapidly, but he must move. The type of man who goes to his first job and stays there thirty or forty years, splendid and desirable as he is in most businesses, is not suited to advertising. Change is of the very essence of the advertising man's existence.

Ask any of the present-day publicity experts how many jobs they have had. It will be unusual to find one who has not made frequent changes, especially in the early stages of his career.

The reason is not far to seek, and the benefits of the changes are not confined to advertising men alone. The advertisers who employ them share the advantages.

An advertising man, unlike the average business man, is expected to be Jack of all trades and complete master of his own. He must know a lot about printing, process engraving, art work, typography and all the varied trades that contribute to the production of advertisements and advertising matter. But that is not all. The advertising man must know all about the product or products he is advertising. Here it is that the experience he has gained in advertising other products is so valuable. To misquote Kipling, "How can he know marmalade advertising who only marmalade advertising knows?"

If it were possible to analyse the thoughts that have gone to the making of any successful advertisement, the result would, in the majority of instances, show that the advertisement owed the bulk of its sales value to ideas and experiences gained from the advertising of other products.

Agency experience is, of course, very valuable. In fact, I do not think any advertising man's mental equipment is complete unless he has spent at least a year with a good service agency. He will learn there things which he would never learn elsewhere. He will lay the foundation of his practical and technical advertising knowledge quicker there than anywhere. But agency experience alone is not enough. In an agency the advertising man rarely has a chance to get right down to rock bottom with an account and wrestle with its individual and peculiar difficulties. That is usually a job for the directors.

If I had to prescribe a plan of career for an advertising man, I should give him two years in a good agency, followed by from two to five years each in about four totally different classes of business.

New blood is valuable in every business. In advertising it is absolutely indispensable. Hence the need for change and the consequent benefit both to employer and employee.

Take a typical example. An advertising man has spent a few years with an agency, and, feeling the call to concentrate upon one produc instead of dividing his attention among several, he secures a post as assistant to the advertising manager of a firm of manufacturers. After a time, short or long according to circumstances, he finds he has pretty well exhausted the possibilities his post has to offer. He may have been promoted to manager or he may not. Either way he makes another change and a new man takes his place. His recent employers having had the best of his brains during his stay with them will, normally, gain by the introduction of a new man with new ideas and a different outlook. The advertising man, on the other hand, has drawn from the business all the knowledge and experience it has to give him and departs, carrying that added knowledge to his new job.

And so it goes on. From steel to soap. From soap to foodstuffs. From foodstuffs to furniture. From furniture to motors. Sometimes the period between changes may be as much as ten years or even more. At other times it may be only a year or two. But if he works aright, every change should leave the advertising man and his employer richer in experience and in money. The trail of the successful advertising man is marked by increased sales of the products he has handled.

The changes should, of course, be voluntary and deliberate. There is all the difference in the world between a rolling stone who rolls himself up the hill and one who "gets the push" and rolls easily downhill. At the same time, the young advertising man who has failed to hold his job may take heart at the knowledge that if he is really keen and intends to get on, he can make of his small failure a stepping stone to big successes.

Barker, Drabble and Co. are placing for the Vernon Company, "Ner-sag" mattresses, Walton portable buildings and Fred Clapp prams.

A Co-Operative Advertising Plan for British Insurance

From a Special Correspondent

NO business stands to gain more from a co-operative advertising campaign than insurance. In a world of change and chance it offers security. Yet it is consistently neglected or misunderstood by the average young man—its most "live" prospect.

A vast organisation has been built up in the past practically without the aid of advertising, but authorities to-day admit that a comparatively small amount of life assurance is done in this country, and there still remains enormous scope for expansion. A great proportion of this latent business will only be effected when the public understands more fully the manifold services that British insurance companies are able to perform. Mass apathy and neglect are obstacles that can only be broken down by vigorous educational advertising.

Far from Agreement

Considerable discussion on this subject has taken place recently between the leading insurance companies in Great Britain, but they are at the moment very far from agreeing on a collective advertising plan. Few of them have any experience of bold advertising on modern lines, and there is a natural tendency to remain faithful to the methods of business which have been used to build up the industry so far.

Personal canvassing is the chief selling method of most insurance companies. At the time of its adoption it was practically the only selling method open to them, for advertising as a scientific educative force had hardly been dreamed of. To-day, personal canvassing is not the best method of creating new insurance business. It must always be an important part of the selling plan as a whole, but as a means of creating new business and spreading the insurance idea, it costs more per pound of business done than would the printed word, properly used. Man-power is expensive.

Most insurance salesmen are extraordinarily capable. If they were not they would never do a pennyworth of business. Their daily round calls for the exercise of almost superhuman powers.

An insurance salesman calls upon a "name" in an office. He may have gleaned the name from a directory, from a friend, or even from the office-boy. His task is to discuss with the "name" the latter's most intimate affairs, teach him what insurance means, and, finally, persuade him to bind himself to pay out a considerable sum of money annually for a long term of years, perhaps for the rest of his life.

The Advertiser's Annual and Convention Year Book 1926.

We have pleasure in announcing that we shall publish the above work on

MARCH 1.

The delay in publication has been caused by the enormous work involved in completely re-planning and re-constructing a work of reference, of which publication has lapsed for twelve years.

Readers will find the new issue of the Advertiser's Annual more complete and more accurate as the result of the extra time which we have been compelled to allow our editorial department in order to set new standards of completeness and accuracy.

The silly "scarifying" method of selling insurance has long been abandoned by the best class of salesmen, who rightly confine themselves to facts and figures and, of course, to "educational" talk. But personal teaching of the necessity of insurance is inevitably a costly and limited business. The best salesman can hardly hope to gain his object in one or even two calls from "cold" under present conditions. The prospect has to be gradually won over. That takes time, often considerable time, and time costs money.

So much personal effort must be put into each sale by the canvasser that his commission must be on a generous scale. It is not an exaggeration to say that in some cases the salesman's commission, *plus* the cost of such formalities as medical examinations, swallow up the major proportion of the first year's premium.

Collective advertising of insurance, widely conducted on sound lines, would cut out the necessity for much of the educational effort that at present takes up so much of the salesman's time. If the benefits of insurance were constantly and consistently brought to their notice by means of the printed word, every man and woman could be converted into a "live" prospect for insurance with less than half the effort that is required under present conditions. By lightening the salesman's burden the companies would materially decrease the time, and therefore the cost, of making sales, while the salesmen themselves would have the time to canvass more names, and with a better prospect of obtaining quick results.

Advertising would effect the necessary introduction between the salesman—or what he has to sell—and the prospect. Usually the whole of the first call, probably of half an hour or even more, is spent in getting so far, and the prospect is then left with a booklet—generally simply a table of premiums and benefits—for two or three days.

The "Thought Period"

Every salesman knows that a great deal can happen in two or three days. The prospect may convert himself, or he may conscientiously raise arguments against every one put up by the salesman and be ready with a blank refusal on the next call. Most likely he will lay the matter on one side, so that at the second call the salesman has to begin practically all over again.

Were an advertising campaign in vigorous progress during this two or three days' period of "consideration," the first class of prospect would have his resolution fortified daily, the second would see his own-made arguments demolished in print, and the third would have a constant reminder.

Thus advertising would not only break up the virgin soil that made such hard work for salesmen, it would strengthen the position of every insurance representative in his established business.

Lapsed

Insurance policies are allowed to lapse to the value of many thousands of pounds yearly because the holders forget the reasons that first induced them to take out their policies. Collective advertising would not allow them to forget. Rather, it would remind them of further services that their insurance company can perform for them.

When you advertise in the "Sunday Pictorial" you are broadcasting in print

MAKING FACTS ATTRACTIVE

THERE is more than one way of expressing facts or thoughts. Dramatists and novelists know this. And advertisers should.

Facts can be put in a self-opinionated way. In a dull way. In an interesting "newsy" way—with a composite regard for the reader's point of view.

We always devote a lot of attention to the reader. The product itself is important only in so far as it will serve him. We feel that greater success is to be won by making the reader aware of the desirability of the product as well as of its worth. In this matter of desirability attractive presentation plays a big part. Where cold truth and reason cannot whet desire—grace, imagination, humour or emotion *will*.

"Making facts attractive" is, we consider, one of the better ways of making Advertising effective.

MATHER & CROWTHER LIMITED

Modern Advertising

10-13, NEW BRIDGE STREET, LONDON, E.C.4.

We welcome any opportunity to acquaint business men with details of the Mather & Crowther Service. We invite them to come and see how we do things.



When

R·E·N·R

prepare an advertising scheme

for a client, one wears a pair of microscopes in order to discover the last least little bit of selling talk; one a pair of rose-coloured spectacles to make the very best of the selected policy; and one, glasses of the most bilious blue in order to pounce upon the slightest hint of the impossible or the unwise.

Working under these conditions, and with clients who look at their own problems with the undistorted vision of personal experience, we have been uniformly successful in preparing schemes, based on the three principles of

Policy
Pen *and*
Pencil

profitable to our clients and to ourselves.

We should be most happy to work with any other advertiser seeking such sane service.

A 'phone call to Central 4202 would fix up a personal-without-obligation interview at your offices at any time.

Thank you!

Send for our latest folder
"THE TREE OF CONVICTION."
Free to executives.

Ruddock, Noller & Ruddock,

Specialists in the planning and placing of advertisements,

3, OLD JEWRY, CHEAPSIDE, E.C.2.

Telephone: Central 4202.



What sort of advertising would be necessary to achieve these results?

It would have to be extensive and educational in character. "Prestige" publicity, the darling of most of the companies that do any advertising at all, does not tell the public what insurance is nor what it can do, nor, adequately, what guarantees lie behind the companies' offers.

After a day spent in the various departments of some of our insurance companies, great and small, any little committee of advertising men could plan an appeal that would reach at once the hearts and heads of millions.

But the appeal would have to be widely broadcast. And there's the rub. Where is the money coming from?

A Blue Book issued in 1924 accounted for 92 "Ordinary" British Life Companies and 18 "Industrial." Of these a few, perhaps as many as a dozen, have national canvassing and collecting organisations that could take immediate and extensive advantage of a collective campaign for insurance. Their ramifications extend into the remotest country districts and are organised on the most modern lines. Many other companies are not so fortunately placed.

A simple plan for proportioning the expense of an advertising campaign at once suggests itself. The companies in the scheme should contribute on the basis of their premiums or their total income for the past financial year, or on the basis of fresh business done during that period.

Very small percentages would be needed to finance a national campaign of considerable scope. According to the Blue Book already referred to, the income of the 92 "Ordinary" British Life Companies in the year therein covered amounted to £74,486,346, of which £48,914,630 was from premiums. The income of the 18 "Industrial" British Life Companies amounted to £37,127,277, of which £31,580,117 was from premiums.

This makes a total income of £111,613,623, with premiums amounting to £80,494,747.

The difficulty is to weld together all the varying interests represented in these vast figures. But this is not insuperable. Some of the leaders of the insurance business have declared themselves in favour of a co-operative scheme as the best way.

Speaking at a recent meeting of the London Insurance Institute, Mr. Penman, Actuary of the Atlas Insurance Co., said that one great cause of the comparatively small amount of life assurance in this country, and the little new business obtained, was that life assurance was not advertised.

"Life assurance advertising," he said, "I regard as one of our great unsolved problems, which, I think, will never be solved without some measure of collective action. We ought to adopt some joint scheme of advertising life assurance rather than of advertising the companies which transact it."

Sir Joseph Burn, the general manager of the Prudential Assurance Co., in proposing a vote of thanks to Mr. Penman, said we had much to learn from America, particularly in respect to life assurance. Advertising was conducted in a very different way there, for, whereas in this country each company had a small advertisement to itself, in the United States they had announcements of insurance generally, which created a proper atmosphere. He advocated a scheme of advertising by all the offices collecatively, nd not individually.

Bibliography of British Advertising in 1925

By Ernest Morison

IN accordance with custom, established in 1923, it is interesting to place on record the output of advertising literature in 1925.

Perhaps its outstanding feature is its variety, because it will be noticed that the range of subjects covered is extremely wide.

If one would differentiate at all one must make an exception in referring to the particularly handsome production of "Art in Advertising," by Mr. Percy Bradshaw, which is the finest typographical effort for many years past.

January.—"Storecraft," *Author*, L. A. Williams, M.A. *Publisher*, Pitman's.—"The Control of Selling," Thomas Russell, Duckworth.

March.—"Exhibitions and The Arts of Display," Sir Lawrence Weaver, K.B.E.; "The Kelmscott Press and William Morris," "Master Craftsman," H. Halliday, Sparling; Macmillan and Co.—"Watch your English and Everybody's Guide to Punctuation"; George Allen and Unwin, Ltd.

April.—"Advertising: its Use and Abuse," Sir Charles Higham; Williams and Norgate, Ltd.—"Art and Publicity"—Fine Printing and Design. Sidney R. Jones; The Studio, Ltd.

May.—"The Empire Commercial Guide and Year Book," Wm. C. Hart Saxby; British Commercial Trade Press, Ltd.—"Plain and ornamental Lettering," E. G. Fooks; Pitman's.—"Salesmanship," G. A. J. Hopkins, F.R.S.A.; Louis Cassier Co., Ltd.

June.—"Effective Sales Letters," Harold Herd; Philip Allen and Co.—"Moberley Bell and His Times," F. Harcourt Kitchin; Philip Allen and Co.

July.—"Art in Advertising," Percy V. Bradshaw; J. N. Holmes.

August.—"Advertising through the Press," Norman Hunter; Hutchinson's.

October.—"On the Road," W. H. Beable; Simpkin, Marshall, Hamilton and Kent.

November.—"Modern Printing," John Southward; Raithby Lawrence and Co., Ltd.

December.—"Confessions of a Capitalist," Sir Ernest J. P. Benn, Bart.—"Training for more Sales," Charles C. Knight; Pitman's.

You Cannot Neglect

THE COUNTRY HOUSE PUBLIC

¶ A well-planned Sales Campaign for a Good Class Product *must* effectively cover the Country House Public.

¶ A Branded Product, for example, introduced into the Squire's household will speedily catch on in the village.

¶ *The Best Way to reach the influential Country House Public is*

Through the "Post"—

THE
MORNING POST

The Newspaper of People of Standing

MORNING POST BUILDING,
346, Strand,
London, W.C. 2
Telephone: City 1500

PERCY WATSON,
Advertisement Manager

Ad. News in Brief

Staff Changes and Appointments—Newcastle Amalgamation—"Eat More Fruit" Campaign Results—1926 Community Advertising Plans

"Sunday Express" Appointment

Mr. Leslie W. Needham has resigned his position with the *Evening News*, London, to accept the appointment of advertisement manager of the *Sunday Express*. Mr. Needham commenced his advertising career with George Newnes, later joining the *Evening News*, of which he has been advertising manager for the past four years. He served during the war with the London Regiment, gained the M.C., and retired with the rank of Captain.

Captain G. A. G. Young

Before his appointment as Advertisement Manager of the *Illustrated London News*, Captain G. A. G. Young was on the staff of the *Tatler*, not of the *Times*, as was inadvertently stated last week.

"Modern Sunlight"

Mr. H. Eric Stannard, who was on the advertising staff of the Louis Cassier Co., Ltd., for seven years, has now been appointed advertisement manager of *Modern Sunlight*, a new monthly to be published in February by the Sunlight Bureau. The journal is to deal with the development of "artificial sunlight" (ultra-violet radiation), the reduction of atmospheric pollution, and all such interests as are kindred to a "More Light for Health and Happiness" policy.

Northern Agencies Join Hands

Tully's, Ltd., Newcastle-on-Tyne, are amalgamating with the J. B. Crabbe Advertising Service of South Shields, as the result of which a new company will come into being on February 1, under the title of Tully-Crabbe, Ltd., with Mr. J. B. Crabbe as managing director. The registered offices of the company will be 11, Brunswick Place, Newcastle, but these will be given up on March 1 for more commodious premises at Star Buildings, Northumberland Street, Newcastle.

Mr. Crabbe's connection with advertising goes back to 1906. Mr. W. G. Tully is associated with the *Newcastle Chronicle*.

£2,000,000 Increase

Mr. Gordon Boggon, of the Fruit Trades Federation, has stated that the total expenditure on the "Eat More Fruit" campaign for the two past years has been just under £100,000, and the total increased return was just over £2,000,000. He did not think the commercial world could offer any finer example of the power of the science of advertising than this.

Spreading Information

"If you asked me for a simple definition of advertising," said Rotarian W. T. Pearce at last week's meeting of the Bristol Rotary Club, "I would reply that it is spreading information, and if you accept that definition you will at once see that advertising is as old as human speech."

A "Mazda" Achievement

"The Lighting of Peterborough Cathedral" is the subject of a new British Thomson-Houston Company folder.



Miss Marmelade and Mr. Piccalilli, two new mascots used by Crosse & Blackwell in Belgium

N.A.B.S. Festival

The eighth annual festival of the National Advertising Benevolent Society will be held at the Connaught Rooms, W.C., on Friday, March 12. Sir William E. Berry, Bart., President of the Society, is to preside, and he will be supported by Lord Dewar, Mr. J. H. Thomas, M.P., and the vice-presidents of the society.

Seaside Publicity

A number of Scottish health resorts are to resume advertising during the spring and summer. Saltcoats, Carnoustie and West Kilbride have considered the amount at their disposal for guide books, etc. In Inverness the methods of making the town better known to tourists have been criticised. More up-to-date publicity has been advocated.

Southport's Campaign

To induce people from Preston, Wigan, and other Lancashire towns to shop in Southport, the Southport Drapers' Association has put forward a combined advertising scheme for an expenditure of £1,800 a year. The money is to be spent in Lancashire newspapers.

Manchester Civic Week

The plans for holding a Civic Week in Manchester, as discussed at the recent meeting of the Manchester Publicity Club, have progressed to such an extent that the Parliamentary sub-committee of the Manchester City Council has held a meeting for the purpose of making the initial arragements, and it is understood that a meeting will be called in the near future to enable this Committee to have an opportunity of meeting other organisations interested in the event.

Many of the suggestions made by Mr. F. J. Roe at the Publicity Club have received general approval, and his suggestion that Mr. C. B. Cochran should run an "All-Cotton" Revue has been pointed out to Mr. Cochran, who says that the idea interests him very much, and that he would like to have further details.

That Manchester retailers favour the idea of a co-operative effort is demonstrated by the fact that the Stretford Road Traders' Association has decided to hold a Shopping Week among its own members, and the plans are already being discussed for a Salford Civic Week as well as the one for Manchester.

W S CRAWFORD LTD
« ADVERTISING »
233 HIGH HOLBORN
LONDON
WC1

In Farming, the Trade Paper is the Home Paper.

Furniture, Lamps, Carpets—and Household Goods of every kind.

When you think of a typical English home you think of a farmhouse. It has set the standard of comfort for generations.

The Farmer is a customer for everything for the home ; and he can be reached with practically no waste circulation, by an advertisement in the

Farmer & Stock-Breeder
AND
AGRICULTURAL GAZETTE

The Trade Journal of England's greatest single industry, and read by practically every farmer of standing in the country.

Net Sales over 100,000 copies weekly.

£80 per page—approximately 4d. per inch per thousand.

Proprietors : MACDONALD & MARTIN, Ltd.,
Lennox House, Norfolk Street, Strand, London, W.C.2.

Get your Advertisement into more than 100,000 such homes each week.

AD. NEWS—(cont.)

"Drawing Made Easy"

Mr. W. Weatherby, of the Commercial Studios, Manchester, has written—and illustrated—an interesting little book entitled "Drawing Made Easy." It is a fascinating study of the fundamentals of draughtsmanship and is published at 3s. 6d.

Overseas Markets

Mr. Ernest Morison, Director of the Publicity for Hull, is contributing two special articles to the *Financial Times* on the failure of British merchants and manufacturers fully to exploit the markets of South and East Africa. He has just returned from a 20,000 mile tour of this territory and points out many opportunities for trade expansion.

Great Western Ports

A volume that will have an intense interest for many merchants is "Great Western Ports," just published by H. N. Appleby by arrangement with the railway company. Information on commercial outlets and inlets on the G.W.R. system is comprehensively and concisely given, with maps.

Birmingham's Poster Display

The display of posters at the Birmingham Art Gallery came to a close on Saturday. The exhibition has attracted a large amount of attention. The general verdict of those associated with art in the city is that some of the productions were really magnificent, and they show what immense steps have been taken in this branch of pictorial effort. The series of pictures shown by the London, Midland and Scottish Railway were remarkable, and of particular interest were those relating to the Underground.

Modern Printing Processes

The district committee of the Joint Industrial Council in Buckinghamshire and district held their first lecture at Aylesbury on Tuesday last week, when Mr. J. R. Riddell, principal of the London School of Printing, gave an address on "Modern Printing Processes." He dealt with the relief, planographic and intaglio methods of printing, drawing comparisons between the various processes, and discussing their possibilities and limitations. Mr. Ralph C. Hazell presided.

The next meeting will take place on February 24, when "Lithographic and Offset Printing" will be the subject.

The British Industries Fair

Work is now well advanced at the White City on the actual erection of this year's British Industries Fair which, as in the past, is bring organised by the Department of Overseas Trade. The London and Birmingham sections of the Fair will be open from February 15 until February 26. A special feature of this Fair will be the admission of the public from 5 p.m. to 8 p.m. each evening and from 1 p.m. to 8 p.m. on Saturday, February 20.

Preparations at the Exhibition Buildings, Castle Bromwich, Birmingham, where the Birmingham section will be housed, are also now well advanced.

"Ad." Pictures Contest

A novel puzzle-picture competition is being conducted by *Answers*, the first prize being £7 a week for life. Each picture in the series represents the name of a well-known advertiser or the trade-mark name of an advertised commodity.

Linen Campaign in America

Progress of the Joint Effort by Irish and Scottish Manufacturers

From Our Belfast Correspondent

"THE advertising campaign which is being carried out on a large scale throughout the United States of America on behalf of the Irish and Scottish linen damask manufacturers is receiving the hearty co-operation of the wholesale and retail trade from New York to the Pacific Coast."

Such was the statement made to me by a prominent Belfast linen merchant who has made an exhaustive inquiry into the possibilities of America becoming once more the principal market for linen goods of Irish and Scottish manufacture.

The scheme is being directed by what is known as the Irish and Scottish Linen Damask Guild, a non-profit making and non-price fixing organisation, and carried out by a committee of Irish and Scottish representatives in New York. It was found necessary to launch it in order to counteract the advertising by American cotton manufacturers who offer substitutes in the form of "linenised" material, some even going the length of using the word "Belfast." There is no such commodity as linenised yarn, but the advertising has certainly resulted in an encroachment upon the Irish and Scottish linen market.

It is pointed out that in America the price of linen has fallen to an economic level, and that its intrinsic value is far greater than that of any substitute. During the war, when the American public were unable to procure linen, they actually lost sight of the merits of the fabric, whilst in the years immediately following the war the price of linen was so high that American women were almost afraid to enter a linen store.

Manufacturers of the real Irish and Scottish linen are hopeful, however, that as the result of the advertising scheme, which is costing upwards of £30,000 a year, the American public will be educated as to the merits and the economic value of the goods.

The money being spent on advertising is subscribed not only by the linen merchants but by all sections of the linen industry in Ireland and Scotland. The present scheme will extend over two years, and if it proves successful, as is confidently hoped by everyone concerned, the intention is to extend it permanently and apply it to all classes of linen goods and fine damask.

Separate trade marks for Irish and Scottish linens are contemplated, and it is hoped that the American public in time will come to regard those trade marks as a guarantee of genuineness.

Good Ideas for Advertisers

An Idea May Sometimes Mean Hundreds of Pounds to You in Your Business. Those Given Below perhaps Contain Just the Hint for which You have been Looking

Not Thrown Away

With so much business literature arriving every week littered desks and tables are becoming a real problem to some business men. The result is that every now and then there is a grand "clear-out" when even booklets that were laid aside on account of their merit and usefulness have to be thrown away or be hidden "out of the way." If a cord is strung through the corner of a booklet, however, it immediately suggests a convenient method of keeping it, for many business men have nails or hooks on the wall near their desks on which they hang various useful items.

Capitalising New Business

"73 New Friends in one week at the North" was the caption of a striking display for the North of England Furnishing Company in the *Yorkshire Evening News*. During one week 73 people furnished at these stores. Photographs of all were procured, from which line blocks were made for newspaper reproduction. The result was an effective "gallery" of customers' portraits, and a convincing argument for the wide appeal of the store's goods and terms.

Booklets to Clinch Sales

One of the most useful and economical sales-helps which can be used by firms employing salespeople is the "sales clinching" booklet. Few salesmen are able to say all they wish during an interview, but if they can produce a handsomely printed, practical booklet, explaining in brief detail the advantages of the various selling points touched upon in the interview, the prospect can scarcely refuse to glance at the contents when a copy is placed in his hand by the departing salesman.

In cases where the sale has actually been completed, another booklet can be employed of a goodwill-creating character, which can contain such information as "how to use the product," "other lines," and so on. Booklets personally presented in this way have decided advantages over mailed booklets. It must be borne in mind however, that the success or failure of this idea lies almost entirely in the nature of the booklet in question.

The matter must be *new*.

It must be closely related to the salesman's talk.

It should be informative and worthy of being kept for reference.

This idea can also be used by retail salespeople, in numerous instances.

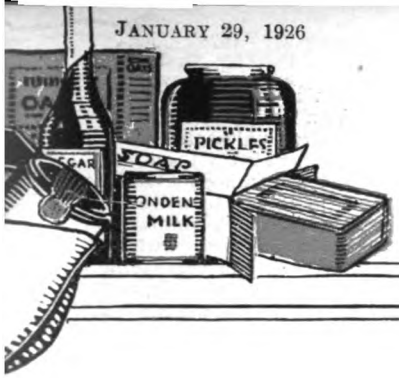
S. J. P.

When Advertising Samples

It is a point worth watching by advertisers making sample offers, to ensure that they can send per return.

During a conversation the other day on the subject of shaving, it was remarked by one man that he was using "——" now, adding that a few weeks ago he was out of shaving soap, and, seeing an advertisement, decided to fill in the coupon for a sample—but the sample did not arrive until about a fortnight later.

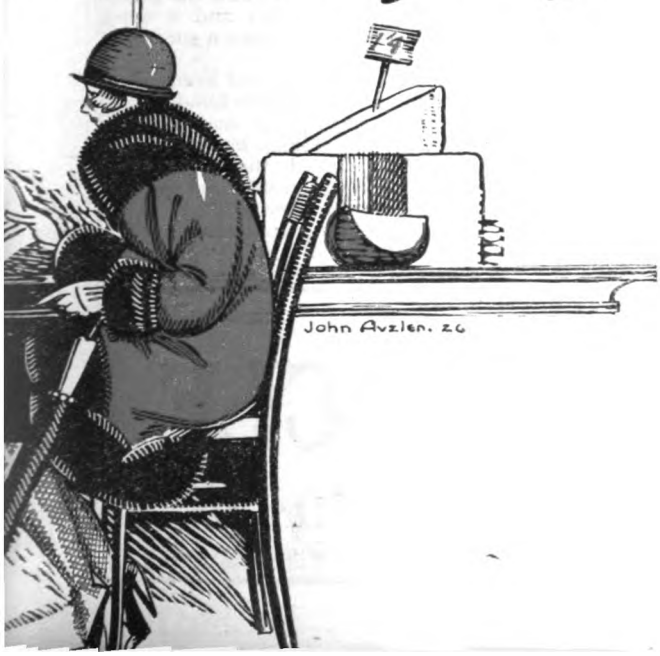
In the meantime he had bought another kind, and liked it.—H. S.



AY are the days of the
ost brisk in the retail
who read the World's
st opened the week's
vertising has immediate
Vorld's Pictorial News
message

ORIAL NEWS

lished on Pay-Day



Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

A Space-Seller's Lesson

SIR,—Mr. John Kirkwood's article in a recent issue amuses as well as interests me; and I honestly believe that he intended everybody else who read it to be amused also. If not, I'm afraid Mr. Kirkwood's knowledge of modern space-selling practice is extremely limited.

Every true advertisement representative of to-day, whether he be newspaper, magazine, or trade journal, knows only too well that the "old-established; covering the best field; with the largest circulation"; story is worn out, and would as little think of using it for selling material as he would of offering his space gratis.

A representative is invariably chosen for a job on the strength of his past record, and is then put on trial. If he fails during this period—provided, of course, he has the right proposition and has had reasonable backing from his employer—he doesn't deserve to hold his job. Fortunately, the percentage of failures in this direction is so small as to be of little, if any, importance at all.

The average advertisement representative of to-day, considering the many difficulties he has to overcome (some of which, I am certain, Mr. Kirkwood knows) *is* a good salesman.

The greater number of failures are to be found among the class of canvassers for the "stumer" propositions, who are thrown upon their own resources without any assistance whatever from their so-called employers—except for the promise of a high commission, usually at some impossible rate, which on paper would enable any "hot" man to make an easy £2,000 a year. Two or three months upon this kind of work would break any good man's back.

No, if Mr. Kirkwood earnestly desires to help some of the discouraged "space-sellers," let him direct his propaganda towards this latter class of employer rather than to the representative.

The average advertisement representative of to-day has, for practically every canvass he makes, a definite plan of campaign—and even if he hasn't had the time at his disposal personally to investigate the market possibilities for the wares of each of his clients, he will have obtained plenty of useful information from the several more practical sources at his disposal to enable him to put forward, intelligently and convincingly, his arguments as to why his medium should be used.

Mr. Kirkwood instances the young and not very experienced type of representative; but why put an inexperienced man on the road when there are so many sound and useful men just waiting an opportunity of fixing up with some reliable and esteemed medium of the "Planet" class?

I think I know, and let me conclude by saying that it is false economy.

JAMES W. HILL.

The Problem of Editorial Publicity

SIR,—Your report, under the above heading, of Sir Basil Clarke's speech is interesting, but I do not think either he or several who have written on the problem have yet emphasised the crux of the whole matter, which is that editorial publicity should be *news*.

Readers of newspapers do not like to find in the editorial columns a digest of what appears in advertisements, nor a reference to articles which resembles an extract from a catalogue; yet this is the kind of matter too often sent out by so-called publicity journalists, Press agents, manufacturers and advertising agents.

I refuse to believe that any great industry can be carried on for a single day without things happening which are of intense interest and real *news value*. They are almost entirely missed because there is no one about who recognises *news* in the happenings. If editorial publicity is of the value which the manner it is sought after suggests, then it should be worth while to employ for a few hours each day (certainly not whole time unless the extent of the industry demanded it) an experienced journalist with a keen sense of news values and the ability to write his matter in a good literary style similar to the rest of the news in the paper in which it is to appear. Surely the very term "Editorial Publicity" demands this, and until an effort is made to eliminate all matter of a "write-up" nature and substitute items of news there will always be a "problem" attached to publicity other than definite advertisements.

F. G. BARNETT.

Pamela and N.A.B.S.

SIR,—At the January election of the London Orphan School, held this week, my little candidate, Pamela Syer, was successful at the first attempt.

This was a real advertising case, for Pam's father was a commercial artist whose sudden passing brought sorrow to many of us, and so I beg the courtesy of your columns to thank those advertising friends who helped to ensure this little girl's education in one of the country's best boarding schools.

In particular may I mention the National Advertising Benevolent Association, whose light is so much hidden under a bushel. For tact, interest, understanding and open-hearted willingness to work with outsiders it would be hard to find a finer body of men than is represented by our association's committee and officials.

F. E. RICHARDS,
Wm. Whiteley, Ltd.

Ideas for Retailers

Advice by Sir Charles Higham in an Address at Islington

SIR CHARLES HIGHAM, speaking at the Islington Chamber of Trade luncheon last week, said: "Retailers do not advertise enough. You cannot expect the public to come to your shops and buy goods if you do not ask them to.

"Most towns have at least one good newspaper, and it is not what you pay for the space in a newspaper that should disturb you, it is what you put in it. If you believe in the goods you sell, advertise and tell the people of your district. You can do it in your own way, either as personal owner of the business, or as managing director. Do not *hope* for people to come to your place of business. make *certain* of it. When the people get to your shop, do not let them imagine, by looking in your window, that you are unable to serve them well, due to the fact that either the goods are dusty, or are so old-fashioned that they know you have had them for a long time. Dress your window often. It is true it is a little trouble, but then you pay half your rent for your window, and most of you do not know it. Do not put too much in your window. Do not let the public decide they do not want the goods before you have had a chance to tell them how good they are inside your shop.

"Change your methods of stocktaking. It does not make any difference whether you sell socks or umbrellas. If you have had them longer than you want to have them, get rid of them. Sell them for what you paid for them. Any woman knows that value. Then, with the money you get, buy goods you know the public will want. Small profits and a quick turnover is the way to make a success of a business nowadays.

"If I were a retailer, and lived out of London, I would come up to London once every three months, and see what the London shops are selling, have a look at their windows; read their newspaper advertising, and go inside and see the courteous attention they give me. Then I would go back and apply those points to my own business."

The SUNDAY CHRONICLE
The Sunday Journal of the well-to-do



WOMEN HAVE CONFIDENCE IN GUARANTEED ADVERTISEMENTS

THE close bond of Editorial interest which exists between the "Girl's Own Paper and WOMAN'S MAGAZINE" and its readers, is translated to the advertisement pages by a publishers' guarantee for advertisements published.

Thus it ensures absolute *reader confidence.* This fact has an added significance to the advertiser of goods appealing to the solid middle class homes. **A final proof of the merits of the "WOMAN'S MAGAZINE" as an advertising medium lies in the fact that the same advertisers appeal in its pages year in, year out, and the large proportion of *repeat* mail-order advertising which it carries.**

THE GIRL'S OWN PAPER, AND WOMAN'S MAGAZINE

Write for Specimen Copies, Net Sales and any further particulars desired to

MR. CHARLES ARNOLD,

ADVERTISEMENT MANAGER,

'PHONE: *Central* 8428-9

THE WOMAN'S MAGAZINE,
4, Bouverie St., London, E.C.4

TELEGRAMS: *"Tractsfleet, London."*

CLUB NOTES AND NEWS

What's On

The following Club meetings have been arranged for the coming week :—

London, Hotel Cecil, 7 p.m., Monday, Mrs. S. P. O'Connor and Miss Margaret Scott, "Saving money by buying unadvertised goods"; Tuesday, visit to *Daily Sketch* works.

Regent, Holborn Restaurant, 1 p.m., Tuesday, luncheon meeting.

Leeds, Queen's Hotel, 7 p.m., Friday, Neb. 5, annual dinner, cabaret and dance.

Glasgow, Grosvenor Restaurant, 1 p.m., to-day (Friday), discussion on educational work; February 5, Mr. W. H. Harford, "The manufacturer's year of hope."

Nottingham, Exchange, Thursday, Sir C. F. Higham and Mr. Andrew Milne; Mayor of Nottingham in the chair.

Ireland (Dublin), to-night (Friday), advertising ball and cabaret.

Blackpool Propaganda.

The latest Convention Committee to be appointed is the Propaganda Committee which will deal with propaganda as it applies to the Manchester side of the Convention only. The new Committee will consist of Messrs. E. R. Cross, R. H. Jackson, F. J. Roe, W. J. Harrop, S. F. Wicks, and C. Higham, while the Secretary will be Mr. J. Vincent. A special brochure will be prepared.

Aldwych—Sir Harold Bowden's Plea for an Industrial Locarno

A plea for the establishment of the Locarno spirit in industry was put forward by Sir Harold Bowden, chairman of the Raleigh Cycle Company, Ltd., on Tuesday afternoon, at the Aldwych Club. Employers, he said, still included in their ranks a proportion of "Diehards" who had learnt nothing by experience. His offer still held good to defray the expenses of a conference between seven representative employers and seven representatives of labour, which was designed to bring about for industrial Britain what Locarno had wrought for Europe. Such a conference could not fail, and might succeed beyond all calculation.

Mr. Wareham Smith presided.

Leeds—"Can Salesmanship Help the Farmer ?"

Dr. A. G. Ruston addressed the members on Friday evening on "Can salesmanship help the farmer ?" Mr. C. P. C. Hitchen presided.

"I do not know any business," said Dr. Ruston, "in which salesmanship is so much needed as it is in agriculture." He had had many opportunities of getting well behind the scenes and he had at his disposal a business record of 80 farms of varying sizes. On all these eighty farms during the last four years there had only been one year, and that was the last, in which the average farmer had had a return equivalent to what he would have made had he invested his money in trustees' stock. Evidently there was something wrong with farming. The fault did not necessarily lie on the production side. It was on the side of the organisations for the disposal of farm products. The farmer had a lot to learn in the direction of organisation.



Miniature of "Glasgow Herald" Golf Shield competed for annually by the Aldwych Club Golf Circle. The finalists this year were Mr. W. Luther Smith and Mr. R. Wortley Dodd

There was no ground for deprecating British agriculture as a whole. It paid wages which were higher than those paid in any other European country. It had the best stocks in the world, and the yield of its crops compared very favourably with those of any other country. What was wrong with the British farmer was that he had very little to say in fixing the price of the products which he sold. It was in salesmanship that the farmer fell so much behind. It was to better organisation for the disposal of products and for marketing that he must look for salvation. For milk the farmer did not receive half the price paid by the consuming public; for his pigs the farmer did not realise that he had two markets, first for pork, and secondly for bacon. He was too apt to put all his pigs into the one market—pork, and salesmanship did not consist in trying to force an overcrowded market. Dr. Ruston proceeded to compare British agriculture with that of Denmark and Switzerland where, he said, the business side was much more finely developed than it was over here.

An interesting discussion followed.

Regent Psychology Course

The Regent Advertising Club are hoping to run a course of lectures on Psychology. The first lecture will be a general survey, the second "The Will to Buy," and the other lectures working from the psychology of volition, through emotion and the intellect towards the actual attention and impression and sales value of advertising devices. The lectures will take place on Friday evenings at 7 p.m., and the lecturer will be Mr. R. J. Bartlett, M.Sc., A.R.C.S.

Members of the Women's Advertising Club and the Publicity Club of London have been invited to join in with the "Regent" in this course.

Glasgow—A Gramophone Lecture with Demonstrations

Joseph Hislop, Sir Harry Lauder, and the Savoy Havana Band, among other vocalists and musicians, occupied the best part of the usual weekly lecture time—through the gramophone sound-box—after the luncheon of Glasgow Publicity Club on Friday.

A programme of gramophone music, played by the latest and most up-to-date instruments, was given by Mr. Edward Machell to illustrate his remarks on "The Advance of the Gramophone." He outlined the recent improvements achieved both in mechanical construction and recording, remarking that the gramophone was on the eve of great and wonderful development.

A large number of lady guests attended the luncheon, over which Mr. D. C. Cuthbert son, president of the club, presided.

I.S.M.A.—"Trade as a Factor in Historical Development"

Major Richard Rigg addressed the meeting on Thursday last week on "Trade as a Factor in Historical Development." Mr. Thomas Russell presided.

"Trade," said Major Rigg, "has been the great motive power in building up the prosperity of the nations of the world. It has been the most potent factor in welding together and cementing our own great British Empire. Trade is not only the mother of the sciences, the arts and the professions, it is also a science, an art and a profession in itself. There is no more liberal education than commerce and industry, for they give to men a breadth of judgment, a spirit of initiative, of resource, of nerve and imagination, which is absolutely essential for the success of any great movement in life.

"Now, when we come to consider the influence of trade on the various countries whose brilliance has dazzled the pages of the world's history, let us think of that nation with whom our own country first opened up trade relations. I refer to the

At the Hub of Industrial Wealth
Daily Dispatch
EVENING CHRONICLE
DAILY DISPATCH & EVENING CHRONICLE "THE SOWERS"



A Market in Itself.

3,000,000 NET SALES

It is safe to assume that the average worker in this country receives a wage of approximately £2 per week.

With its nett sales largely in excess of **3,000,000** copies per issue, The NEWS OF THE WORLD has—on the low basis of 3 readers per copy—some 9,000,000 readers each week.

These figures show that the readers of The NEWS OF THE WORLD form a potential buying power of some **three million pounds sterling per working day.**

£3,000,000 PER DAY

Advertisement Department

6. BOUVERIE STREET E.C.4.



A MASTERPIECE

To enable the illustration to pull its weight, the block used must be a veritable masterpiece of accuracy. For it is upon the quality of the block that depends the prominence of the illustration among its fellows, and its power to hold attention.

To ensure blocks of the highest quality that faithfully portray your originals go to

GEE & WATSON
111 SHOE LANE EC4.

'Phones: { *Central 1804.*
City 5971.

"Blocks That Tell ARE THE Blocks That Sell"

Phœnicians. For 35 to 36 centuries they went on, showing the same virility, and they stand to-day as a marvellous instance of the success of a political state depending upon the support of its leading commercial men.

"After Phœnicia let us think of the thousand years' history of Venice, from 500 to 1500 A.D. The moment the State became separated in its political government from a commercial dignity, then its days were numbered."

In similar vein, Major Rigg traced the commercial history of this country, from Roman and Saxon times to the Guilds of London—there were to-day, he said, 77 Guilds, which still had the right to elect the Lord Mayor, the two sheriffs of the City, the City Chamberlain, and other officers. Later, in the Tudor period, came Columbus's discovery and other great sea ventures. All these things had a tremendous influence on the world's history, as did later commercial enterprises, such as the East India Company and the Hudson Bay Company.

Cambridge—Objects Outlined at the First Meeting

The Cambridge Publicity Club held its first meeting last week under the chairmanship of Mr. F. Dale.

Mr. C. G. M. Hatfield, the acting secretary, explaining the objects of the club, said it was intended to do something worth while for advertising. The members would learn more about advertising, and how to increase sales, goodwill and service. It would give them the opportunity of learning ways by which sales could be increased through advertising, and from the public point of view it would be shown that advertising reduced the selling cost.

Mr. G. Myers, a member of a similar club at Birmingham, spoke of its successful work.

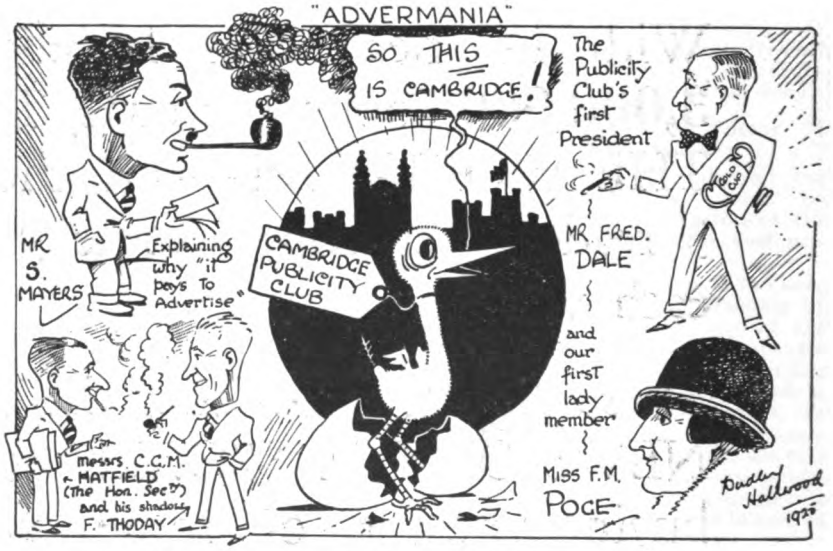
Mr. L. Freeman moved that a chairman and secretary, with three other persons, be elected to form a committee to draw up draft rules and to prepare certain data to be placed before the next meeting; also that a letter should be sent to the principals of firms in Cambridge with a view to getting them to attend a further meeting. The motion was carried.

Mr. F. Dale was unanimously elected chairman, and Mr. C. G. M. Hatfield secretary; Mr. L. Freeman, Mr. F. L. Kay and Mr. H. Turner were elected to the committee.

Philadelphia—Dr. Cadman to Open Advertising Convention

Dr. S. Parkes Cadman, the famous pastor of the Central Congregational church of Brooklyn, known to radio audiences throughout the United States and Canada, will be the speaker at the inspirational meeting on Sunday afternoon, June 20, which opens the convention of the Associated Advertising Clubs of the World in Philadelphia. The subject of his address will be "Imagination and Advertising."

The convention is expected to bring delegations of more than 6,000 leaders in the advertising world from throughout the world. It is the Association's twenty-second annual gathering.



Some personalities of the Cambridge Publicity Club

"Who's Who in Advertising"

"Who's Who in Advertising" makes its second appearance this year (Gainsborough Publishing Co., 7s. 6d. net). It is a work for which there is an evident demand, and it has been carefully and thoughtfully compiled. There are, for example, 400 more names among the biographies than in the previous issue, and if some notable names are still missing it may be due in large measure to the modesty (or carelessness) of the subjects. The other informative features of the book are thoroughly up-to-date, and there is a new feature dealing with the Dominions and British Possessions Overseas, which, if it can be developed, will ultimately be of great assistance to advertising men.

Ping-Pong

A ping-pong "four" representing Saward, Baker & Co., Ltd., defeated a Paul E. Derrick "four" in a challenge game on Thursday last week. A return match is fixed at Chancery Lane for February 21.

The "Gazette"

A new commercial weekly is the *Gazette*, conducted by Mr. Arthur T. E. Binsted, which gives particulars of all new companies, bankruptcies, deeds of arrangement, bills of sale, administration orders, county court judgments, dissolutions, companies winding up, and so on. Mr. Edward A. Filene is contributing a series of articles.

AN ADVERTISEMENT COMPARISON FOR 1925

HOW THE LIVERPOOL ECHO LEADS

The "Newspaper World" regularly publishes a table showing the total square inches of space carried by the most important British newspapers for one complete week in each month. A twelve-month's analysis of these figures proves with overwhelming force the position taken by the "LIVERPOOL ECHO" amongst National and Provincial media.

The "LIVERPOOL ECHO" carried the largest number of square inches of advertising of all the penny papers, morning or evening, National or Provincial. The only papers showing larger totals were three twopenny morning papers, two of which were London and one Scottish.

LIVERPOOL ECHO

Greatest Evening Paper Advertising medium in the Kingdom



LIVERPOOL:
46-54 VICTORIA STREET.
Telephones: CENTRAL 3400 (14 lines).

LONDON:
132-4 FLEET STREET, E.C.4.
Telephones: CITY 4514 (2 lines).

Billposting Contracts

How to make them

The right way to make Billposting Contracts is through the Service Billposting Contractors. That is what the Service Billposting Contractors are for.

Billposting Estimates

Estimates for Billposting—nation-wide or in a single town (London for instance)—may vary considerably. This is not because one contractor obtains space more cheaply than another, but because one contractor provides for space in better positions than another.

Billposting Positions

All contractors pay the same price for the same position. Service in Billposting makes choosing the right positions for each advertiser. An advertiser of laundry soap does not need the same positions as an advertiser of pianos.

Value for money

will always be obtained by placing contracts through the parent house of the Billposting industry.

Sheldons Ltd

SERVICE ADVERTISING
PRESS AND POSTER

LEEDS

Established 1840.

Publication Notes and News

A Hundred Years

Centenarian newspapers are not numerous and the Liverpool *Journal of Commerce* has every reason to make a special display of its centenary issue. There is not only a supplement of the ordinary shape of the paper but also a 312 page book-form souvenir covering the history of shipping and shipbuilding activities from 1826 to 1926. The most distinguished experts are among the contributors to the souvenir. There are more than 160 pages of advertisements, many of them in three colours.

"Glasgow Herald" Profits

George Outram & Co., Ltd., proprietors of the *Glasgow Herald* and Associated Newspapers, recommend final dividend of 20 per cent., less tax, making 25 per cent., less tax. Directors have resolved to take steps forthwith to increase capital and to make issue of bonus shares in proportion of one bonus share to each two shares held. Subject to the necessary resolutions being passed, bonus shares will be issued to those registered at close of February 3. (Dividend for 1924 same. Issued capital is £584,147 in £1 shares.)



One of the attractive new posters issued by the Religious Tract Society for use on the omnibuses

Australia in London

For thirty years the *Argus* and the *Australasian* occupied offices at 80, Fleet Street. The widening of Fleet Street brought about the removal of the old building, the site of which was subsequently acquired by Barclays Bank. The bank recently erected a fine building and the proprietors of the *Argus* have secured spacious offices on the first floor.

Staff Dinner

The staff and employees of the *Leamington Spa Courier*, the *Leamington Chronicle*, the *Midland Daily Tribune*, *The Midland Counties Tribune* and the *Police Chronicle* were entertained to a social evening at the Salisbury Hall, Leamington, by the directors on Saturday, January 16. There were 162 present for supper, whist drive and dancing.

An Advertising Ball

The third annual advertising ball of the *Croydon Times* is to be given on February 10. Prizes to the value of over £40 will be given for costumes representing traders and goods advertised in the paper. In the two special "advertising ball numbers" of the *Croydon Times*, on January 30 and February 6, suggestions for costumes will be a special feature.

Blackpool's Jubilee

The *Blackpool Times* published an excellent Town's Jubilee Number last week. There were 12 pages of the ordinary paper of 8 columns, and 16 pages of supplement, containing a good number of illustrations and photographs devoted to the rise and progress of Blackpool during its period of fifty years of incorporation.

Home of the "Daily Sketch"

Readers of the *Daily Sketch* were taken behind the scenes in Friday's issue, when details were given of the new home of the Daily Sketch and Sunday Herald, Ltd. Pictures and letterpress were effectively used to tell how the paper is produced, and of particular interest was an illustration of rural Gray's Inn Road a century ago. Many of the firms that helped to perfect the organisation used advertising space in the six special *Daily Sketch* pages.

Net Sales

The certified net sales of *John Bull* for October to December, 1925, show a progressive increase in circulation. During the week ending October 3, 1,085,632 copies were sold, and during the week ending December 26, 1,155,821.

For the three months ended December 31, 1925, the certified average net sales of the *Northern Echo* were 90,159 copies per day.

"London Mail" Changes

On February 20 the *London Mail* begins a new series. It will become a 36-page paper printed offset with a smart two-colour cover, on similar lines to the *Passing Show*. An impressive list of contributors and artists has been brought together, but the price of the paper and the advertising rates remain the same.

"M.G." Commercial Review

A very comprehensive survey of trade during 1925 is contained in the *Manchester Guardian Commercial Annual Review*, published yesterday. It comprises 112 pages, replete with thoughtful, authoritative, and often stimulating articles, and advertisements that form a real guide to buying in many industries. A striking coloured cover distinguishes the issue.

"Peter Pan"

During the visit of "Peter Pan" to the Lyceum Theatre, Sheffield, the *Yorkshire Telegraph and Star* have invited 1,400 school children to a matinee. They are to be chosen from children who would not otherwise see the play.

In the Argentine

Two prominent South American papers, *El Hogar* and *Mundo Argentino*, are described in an artistic booklet just issued. Pictures are given of the various departments of the publications, which are owned by Mr. A. M. Haynes, an Englishman. The Dorland Agency represents these papers in Great Britain.

"Architecture To-day"

The 31st of the series of composite pages on "Architecture To-day" was published in the *Westminster Gazette* on Wednesday last week. It dealt with the new premises of Hambros Bank, Ltd.



THE TEXTILE ADVERTISERS' OPPORTUNITY

THE strong appeal made by GOOD HOUSEKEEPING to women is of real and lasting value to the Textile Advertiser.

Edited for those women who exert a strong and wholesome influence upon national life and character; GOOD HOUSEKEEPING is pre-eminently the favourite Magazine in British homes.

It follows that GOOD HOUSEKEEPING has the confidence of women with the means to satisfy their choice, and whom it pays you most to reach.

Rates and full particulars upon application to :—
C. R. FASTNEDGE, *Advertisement Manager,*
153, Queen Victoria Street, London, E.C.
Northern Office: 1, Princess Street, Albert Square, Manchester.

GOOD HOUSEKEEPING

Layout and Ideas Man required

We have need of another first-class Layout and Ideas man. He will not be required to do finished work, but must be quick, keen and accustomed to Agency Work.

Apply by letter only, giving full details of experience, age and salary required, etc.

F. H. Potter.

FREDK. E. POTTER, LTD.
IMPERIAL HOUSE,
KINGSWAY, LONDON.

Insurance is an Investment when you *know*——

¶ You may obtain from 10% to 65% more Life Assurance for exactly the same money from one Office than another.

¶ The safest Companies are the most profitable to Policy Holders.

¶ That £100 a year saved for 14 years at 5% Compound Interest will produce £100 a year for ever; or £100 a year saved for 22 years will produce £200 a year for ever.

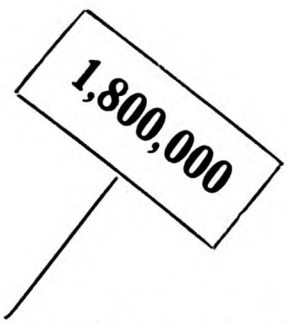
¶ That when Bonuses and Income Tax allowance are taken into account and the rate of interest is properly calculated, a wisely chosen investment in Life Assurance often yields 6% or more.

¶ Life Assurance is the only method of saving which guarantees the capital sum it is desired to save, *even in the event of death.*

A Guide to Investment Assurance will be sent you free on request. If you state age next birthday and amount you can save annually, a demonstration of *comparative results of all Companies* will be given without obligation.

T EGGINTON PAULL
INSURANCE CONSULTANT
10 New Court, Lincoln's Inn, London, W.C.

H.S.



square miles is the extent of British India. It does not need an advertising expert to realise the need for press advertising if such a vast territory is to be covered effectively.

There are buyers of engineering material throughout this large area, and the cheapest, the surest, and the quickest way to keep in touch with them is through the advertising pages of "The INDIAN & EASTERN ENGINEER."

It has been printed and published in Calcutta for the last 68 years!

THE INDIAN & EASTERN ENGINEER CO., LTD.
St. Benet Chambers, 1a, Fenchurch Street, London, E.C.3.

THE LATE Mr. J. FRENKEL

The death occurred on Wednesday last week of Mr. J. Frenkel, founder and head of Frenkels (1922), Ltd. For over 35 years Mr. Frenkel, who was of Dutch extraction, was a well-known figure in advertising circles in London and the provinces, being prominent as an advertising contractor and printer and a maker of novelties. He was a member of the Aldwych Club, and a worker of rare vitality. Mr. Frenkel, who was 62 years of age, had been ill for some time.



Mr. J. Frenkel

An Appreciation

The announcement of the death of Mr. J. Frenkel will convey to a host of advertising friends a sense of loss even greater than the passing of an advertising figure.

For thirty-five years his name has been connected with many of the great schemes of poster and window display production. Ideas which were born of his brain can be seen in their matured stage upon the hoardings of the whole of advertising Britain.

As a citizen, Mr. Frenkel's ever-happy optimism, his ever-helping hand, have placed many people upon the first rung of the ladder to success. Publicity in all its phases will mourn the loss of one whose whole life was as generous in action as it was virile in purpose.

Those who had the pleasure of knowing this gentleman will, I know, join me in a message of condolence to Mrs. Frenkel.—S.C.

L. V. ROGERS' ANNUAL DINNER

The annual dinner of L. V. Rogers & Co., advertising agents and printers, was held at the Hotel Cecil on Saturday. Earlier in the day the staff of the printing works had been brought by charabanc to London from Emsworth (near Portsmouth), where the printing works of the firm are situated, and after being entertained to luncheon at the Strand Palace Hotel they were escorted round London to view many of the chief objects of interest.

A reception was held by Mr. and Mrs. L. V. Rogers at the Hotel Cecil, where some 60 enjoyed a dinner, the menu of which had been specially prepared. The menu and programme card, embellished by appropriate quotations from Shakespeare, was well conceived by Mr. Scott Rogers. The musical programme (interspersed with the usual loyal toasts and those of "The Firm," "The Visitors," and "The Ladies") was excellent. Mr. U. Rogers, Dr. Esdaile, and Mr. Dudley Esdaile were the reciters, Mr. Harry Denham (of the Magic Circle) mystified the guests with card tricks, Mr. Sam Bishop (of Exeter Cathedral), Miss Broome, and Mr. Dudley Esdaile contributed songs ably accompanied by Mrs. Pleasance, and Mr. Morland Hay, the entertainer, was so good that the Emsworth contingent forgot "time" and their journey home, and all longed for more.

During the evening a presentation of a coffee service to Mr. and Mrs. Rogers on behalf of the staff was made by Miss Broome.

A plain tale, well told,
about any
worth-while product,
gets home

in

The Daily Telegraph

*The paper in which
Truth, Sincerity and
Conviction are
recognised*

H. G. REEVES,
Advertisement Manager.

138, Fleet St.,
London, E.C.4

National Advertising Benevolent Society

ANNUAL FESTIVAL

Friday, March 12th, 1926, at Connaught Rooms.

SIR WILLIAM E. BERRY, BART., in the chair.

The Society's Work in 1925

108 Adults and 91 Children have been assisted during the year.

86 applications for help were investigated during 1925, and all but four received assistance.

Orphan Children were placed and are being maintained in schools; Sanatorium Fees and Convalescent Home Fees were paid for those in sickness; and the hardship of unemployment was relieved for many by weekly payments, provision of clothing, etc.

3 additional Pensions were created, bringing the total now in operation to 16.

Pensions, Grants, Education, &c. - £4,577

16 Pensioners — Annual cost - - £728

15 Orphans are being educated in Schools, and the School Fees of 4 others living at home with parent are being paid.

Benevolent Expenditure since foundation of Society in 1913 - £26,782

Address your Donation, however small, to the

Secretary, National Advertising Benevolent Society, 61, Fleet St., London, E.C.

The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

LEGAL NEWS

In the Mayor's and City of London Court, before Judge Shewell Cooper, on January 19, a claim was made by the Westminster Gazette, Ltd., 104, Shoe Lane E.C., against Motor Necessities, Ltd., 45, Horseferry Road, Westminster, S.W., for £6 for an advertisement in the *Westminster Gazette*. The order was admitted, but a representative of the defendant stated that when he gave the advertisement it was agreed by the plaintiff's representative that a write-up should be given of some fenders which the defendant sold. The plaintiffs gave a notice in respect of an entirely different article, however, and he claimed he was not liable to pay on the ground that they had not fulfilled their contract. After hearing the evidence, Judge Shewell Cooper expressed the view that it was not a condition of the contract that a notice should be given in the editorial columns. He had no doubt the plaintiff's representative promised to do what he could, but he thought that was all. He gave judgment for the plaintiffs for the amount claimed, with costs.

PARTNERSHIP DISSOLVED

Jas. Walker and Harry Harvey, advertising agents, Britannia House, Mytongate, Kingston-upon-Hull, under the style of **Goddard's Advertising Agency.** Dissolved by mutual consent, December 31. Debts by J. Walker and H. Harvey, through J. H. Freeman, of Britannia House, Mytongate.

ALTERATION OF OBJECTS

Press Association, Ltd. Petition presented to High Court on January 11, by this company to confirm an alteration of the objects of the company proposed to be effected by a Special Resolution confirmed on January 5. Hearing, February 2, at Royal Courts of Justice, Strand, before Mr. Justice Eve.

RECEIVING ORDER

Harry Perry and Harold Thomas Perry, both residing at 30, Analaby Road, Teddington, and carrying on business in co-partnership as advertising agents under the name of **The National Bonus Co.**, at that address and at 51, Old Market Street, Bristol. R.O., January 19. Adjudication, January 19.

PUBLIC EXAMINATIONS

Maxalding (Monte Saldo), sued as a firm, 40, Pall Mall, S.W. Advertising Agents (1539 of 1925). Public Examination, 11 a.m., March 19, Bankruptcy Buildings, Carey Street, W.C.

Frank Norman Wright, 53A, Shaftesbury Avenue, W., attended for public examination in the London Bankruptcy Court on January 19 before Mr. Registrar Mellor. The debtor failed in August last with unsecured liabilities £5,891, and net assets valued at £1,946. It appeared that in March, 1916, he registered Norman Wright, Ltd., with a nominal capital of £500 to carry on business as advertising agents, etc. He held the majority of the shares and became managing director, but in October, 1925, an order was made for the winding-up of the company, which had carried on business at 53A, Shaftesbury Avenue, W.

The debtor had also interested himself in other companies and attributed his failure to loss in connection with Norman Wright, Ltd., and other concerns, law costs, etc.

The examination was concluded.

APPLICATION FOR DISCHARGE

Arthur George Allen, 11, Sparth Bottoms Road, Rochdale, carrying on business at Newgate Chambers, Rochdale. Advertising Manager (26 of 1924). Hearing, 10.30 a.m., February 19, County Court, Buckley Place, Rochdale.

COMPANIES ACTS FIRST MEETING

The Financial Mail, Ltd., 7, Gt. Winchester Street, E.C. (00409 of 1923). Creditors, 11.30 a.m. Contributories 12 noon, both on February 2, at 33, Carey Street, W.C. 2.

RELEASE OF LIQUIDATOR

Women Publishers, Ltd., 9, Aldwych Chambers, 170, Strand, W.C. (00430 of 1924). Liquidator: G. D. Pepys, Official Receiver and Liquidator, 33, Carey Street, W.C. 2. Release, January 19.

NOTICE OF DIVIDEND

Bean, Webley and Co., Ltd., 233 and 235, Long Lane, Bermondsey, S.E. (00455 of 1924). First dividend of 10s. per £, payable January 29, at offices of liquidator, A. G. White, 14, Old Jewry Chambers, E.C. 2.

NEW COMPANIES

[*Compiled for the* ADVERTISER'S WEEKLY *by the Information Bureau, Ltd., 140, Strand, W.C. 2.*]

T. C. Roeley and Co., Ltd. (211,189), —Private company. Registered January 19. Capital, £500 in £1 shares. Objects: To carry on the business of printers, publishers, advertising agents, etc. The first directors are: Major T. C. Benson, Major H. R. Hadow, Lt.-Col. E. R. M. English. Registered office: 97, New Bond Street, W.

Hinckley Times and Guardian, Ltd. (211,184).—Private company. Registered, January 19. Capital, £5,000 in £1 shares. Objects: To acquire the businesses of newspaper proprietors lately carried on in Castle Street, Hinckley, by T. Baxter and at premises in Hinckley, by W. Pickering and Sons, Ltd., and the copyrights of the *Hinckley Times and Bosworth Herald, Hinckley Guardian and South Leicestershire Advertiser, and Lutterworth Guardian and South Leicestershire Advertiser.* The directors are J. T. L. Baxter, A. J. Pickering. Registered office: 26, Castle Street, Hinckley, Leices.

Halcyon Publicity, Ltd. (211,201).—Private company. Registered, January 20. Capital, £10,000 in £1 shares. Objects: To carry on the business of advertising agents, contractors and specialists, poster writers, printers, stationers, lithographers, paper merchants, etc. The directors are: J. J. Lamraque and W. Evans. Registered office: 53, Doughty Street, John Street, W.C. 1.

FOR 1926

"The *Wireless Trader* Year Book and Diary," recognised as the standard work of wireless trade reference, contains a wealth of trade help and information valuable to all connected with the industry. The 1926 edition has been completely revised and brought up to date.

The ever-useful and informative *Sports Trade Journal* Year Book and Diary has also made its appearance. It will find a welcome place in many a trader's office.

A typical "o'er the border" scene, showing a young laird and his followers entering a fortified town, is the subject of the attractive picture on the North British Rubber Co.'s daily calendar block.

"Advertisers should demand net sales" is the slogan on the black and red *Oldham Chronicle* calendar.

"A bit of old London" is depicted on the monthly calendar of I. & B. Dodsworth, Ltd.

An attractive coloured study of kittens at play with master's chessboard is the subject of the picture above the Grout Engraving Co.'s calendar.

Rich colour on a dark background gives a striking appearance to the calendar issued by Field, Sons and Co., Ltd.

The *Brewer and Wine Merchant* calendar is of the useful "at a glance" variety.

The Player's calendar also serves as an attractive showcard, all the firm's chief lines being depicted round the monthly tear-off sheet.

An oilette by Harry Payne of the Market Place, Watford, gives colour and vitality to the well-mounted Metropolitan Railway calendar.

Washington's inauguration at Congress Hall, 1793, is the subject of the attractive picture on the *Philadelphia Bulletin* calendar.

A noble calendar in size and design is that of the London School of Printing. A photo-litho-offset of the famous picture, "Life," by the late Napier Hemy, R.A., is the main feature, and effective use has been made of white space.

A bright showcard calendar, embodying a "good resolution" for 1926 is issued by the Howat Advertising Service, Glasgow.

Beautiful type and setting in the calendar itself makes the Blackfriars Press calendar a thing for the board room.

Flowers as the subject of the picture give the Romney Press calendar a bright and distinctive note, and comprise a convincing display of fine reproductory work.

Heavy and finely bound in good imitation leather, the combined writing pad, blotter, and diary issued by William J. Light & Co., Ltd., will find a welcome place on many a desk. And their scribbling pad, with soft leather cover, is just right for the pocket.

A useful desk memo calendar is issued by S. Presbury and Co. Its extreme convenience and good appearance will recommend its all-the-year-round use by every recipient.

A very handsome production is the Dunlop calendar, which is sold among the motor trade. It gives a view of Edinburgh Castle, and the only advertising matter contained in it are the words "Dunlop Cord" on the tyre of a car in the foreground of the picture.

Richness pervades the calendar of H. Cecil Taylor, Ltd., with its study of a monk and his abbot exchanging yarns.



The paper that covers INDIA

English fashions and customs are most carefully watched and followed by all the wealthy people in India, whether European or Indian, consequently the demand for high-class British Goods far exceeds the supply—which means, that here is a vast market not yet worked, here is a wonderful opportunity that many British Advertisers have so far missed.

All the worth-while people in India are readers of "The Englishman" and through this medium, "India's Most Influential Daily," the advertisers' appeal is bound to produce results of the right sort. Results such as these have caused many of our national advertisers to take space with unfailing regularity.

Become a regular advertiser in

The Englishman

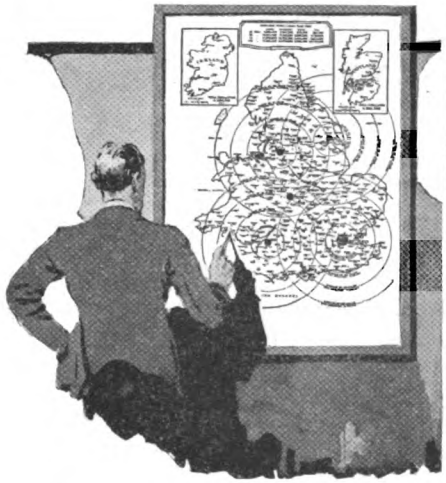
(CALCUTTA)

198-199, TEMPLE CHAMBERS,
LONDON, - - E.C.4.

Telegrams: "ABOVEBOARD, LONDON."
Telephone: CENTRAL 4983.

INDIA'S MOST INFLUENTIAL DAILY

1821 — 1926



There's the Information I want –

right at my very finger tips-

The population of all the principal towns in the British Isles.

The populations of the four great divisions of England—centred at London, Manchester, Hull and Bristol.
The various populations within radii of 25, 50, 75 and 100 miles of those centres.

Have these figures at your finger-tips. A Dorland Zone and Population Map in your office will make for better distribution of your advertisement appropriation.

Price, unmounted, 1s. 3d.; mounted, 4s. 6d. post free.

Obtainable from
The Dorland Agency, Ltd., Dorland House, 14, Regent Street, London, S.W.1.

DORLAND ZONE and POPULATION MAP

We Hear—

THAT certain of the leading provincial evening newspapers are receiving a substantial amount of big space business from the London agencies, and are now carrying almost as generous an amount of national advertising as they did in the early winter months.

* * *

THAT the changing over of accounts from one agency to another continues freely, and that there will likely be some surprises in store before the spring season is with us.

* * *

THAT Messrs. Lever Brothers, Ltd., have been placing a considerable amount of business for their own and associated companies, and that if the spaces are not so large as they sometimes have been, there is infinite variety in the copy.

* * *

THAT the Standard Life Assurance Co. of Edinburgh, one of the most consistent advertisers of British institutions of the kind, has just celebrated its centenary and is still going strong.

* * *

THAT there has been an addition to the number of firms selling books on the instalment plan by bold advertisement, the new-comer being the Associated Bookbuyers Co., Adelphi Terrace House, W.C.2, whose line is "high brow" literature by such authors as Dostolsky, Turgenev, Ibsen and Anton Tchekov, whose plays have recently had a vogue in London.

* * *

THAT the Michelin Tyre firm is setting up works in an English industrial centre where provision can be made for a big output, and the result, it is expected, will be the re-appearance of Bibendum.

* * *

THAT "Empire Shopping Week" and "Buy British Goods" are slogans now appealing to a large number of local Chambers of Commerce actively concerned combining both in the interest of trade in general—and the local shopkeeper in particular; and—

* * *

THAT Mr. J. C. Spurgin, of the Sales Department of the Sorbo-Rubber Sponge Products, Ltd., is one of the live wires following up such propositions with a view to getting enterprising traders to display his firm's British made goods.

* * *

THAT Mr. Gilbert Russell has a book, "Nuntius; or, the Future of Advertising," appearing with Kegan Paul, Trench, Trubner & Co., and—

* * *

THAT it is one of a series dealing with the future, each of which is named after a mythological character.

THAT for the present the Eat More Fruit campaign is not being pushed—in the advertisement columns at any rate—with the vigour of a few months ago, but this go-easy stage will be only temporary, and for the time being give the independent banana boom a better opportunity.

* * *

THAT Mr. J. N. Masters, the mail-order advertiser of Rye, has published another book—his second—of Reminiscences, which is said to be as interesting as his first, issued some years ago.

* * *

THAT if you want to know the time there will be no need to ask a policeman in Fleet Street, as outside the new *Daily Chronicle* office a handsome clock has been placed, fitting companion to the reliable one opposite on the *Daily Telegraph* building.

* * *

THAT Mr. Robert J. Webber, of the *Western Mail* who is a generous supporter of local amateur sport, has been elected President of the Cardiff Press Bowling Club.

* * *

THAT representatives who have been working the motor manufacturing centres tell tales of bright prospects of business coming along for the early spring season.

* * *

THAT Mr. V. R. Ronald, formerly on the staff of the *Lancet*, has been appointed advertisement manager of *Chemistry and Industry*.

* * *

THAT Mr. A. Bain Irvine, of the House of Cassell, has been a prominent figure, as president of the Club, in this week's celebrations of the London Burns Club.

* * *

THAT Mr. C. E. McConnell, of McConnell's Advertising Service, gave the first talk on advertising at the newly opened Dublin Broadcasting station.

* * *

THAT among the most prominent advertising propositions presented to the public are those now being made by seedsmen and nurserymen, whose busy period is near at hand, and—

* * *

THAT the Co-operative Wholesale Society from its Manchester headquarters, and the Scottish Co-operative Wholesale Society, Glasgow, have been issuing advertisements making appeal to the amateur gardener.

* * *

THAT Captain F. J. Gemmell-Smith, of the Publicity Department of the Canadian National Railways, Cockspur Street, S.W., won the bogey competition at Hanger Hill Golf Club last Saturday.

Put Ideas in your campaign

It sells in the home

We Hear—

THAT Sir William Letts, of the Crossley-Willys-Overland business, who is president of the Society of Motor Manufacturers and Traders, returned last week from a visit to America and said he had formed the opinion that British makers had nothing to fear from America in regard to small cars.

* * *

THAT Messrs. Joseph Farrow & Co., Ltd., for long the advertisers of Farrow's Marrowfat Peas, have a big advertising proposition in their Tomato Ketchup, the placing of which is in the hands of the London Press Exchange, Ltd.

* * *

THAT the Scotsman's love for Robert Burns and the Burns' night was capitalised in appropriate advertisement on Monday last by the makers of Younger's Scotch Ale, who gave both an historical and patriotic touch in illustration and matter to the half-triples that appeared.

* * *

THAT Mr. Ernest Morison, director of Publicity, City of Hull, has been contributing to the *Financial Times* series of articles "How Britain is losing her Overseas Markets," with special reference to his recent trade investigations in South and East Africa.

* * *

THAT Middlesbrough Tramways Committee have rejected a request by a temperance organisation which sought to obtain a ban on the advertising of intoxicants on tramcars and 'buses belonging to the authority.

* * *

THAT Mr. A. L. Stabback, late announcer at the British Broadcasting Station at Liverpool, and formerly with the *Journal of Commerce*, has joined the advertising staff of Allied Newspapers, Ltd., at Manchester.

* * *

THAT the Publicity Club of Leeds annual dinner on February 5 is one of the brightest features of the social life of the city, and it is an event eagerly looked forward to by advertising men and women of Yorkshire, and—

* * *

THAT the mannequins of Madame Isobel, 223, Regent Street, London, and Harrogate, will give a display of advanced fashions for the coming season.

* * *

THAT it is something unusual to find the name of the Lord Mayor of London figure as an advertiser, but my Lord Mayor Pryke, of Messrs. Pryke & Palmer, Ltd., may be so regarded, as his firm's name has now become associated with the advertising of the Triplex Grate.

* * *

THAT the Publicity Club of Ireland had the Advertising Club of Ulster as guests at a club luncheon and tea in Dublin last week, and that a fine spirit of comradeship marked the entire proceedings.

TYPESETTING

SEEKING NEW BUSINESS

When interviewing possible new clients, we are invariably asked "why should we come to you while we are getting a satisfactory Service." Our answer is "because we know we can give you a better service." Many advertising agents, who are now our clients, put that question to us. They were dubious but they tested us, and to-day those clients look upon our Service as an important and indispensable part of their own organisations. That is why we KNOW that our Service is of the BETTER kind.

If you will test us we venture to suggest with every confidence that you will be more than satisfied with the experience.

C. & E. LAYTON

TYPESETTERS, STEREOTYPERS FOR ADVERTISING AGENTS

56, Farringdon Street, E.C. 4

Telephone - - Central 3948

Set in Goudy Type

HILL, SIFFKEN & Co. Ltd.

have a vacancy in their Studios for a

First-class Lettering Artist

used to Poster and Showcard work. Apply by letter in first instance stating salary required to:

Manager, GRAFTON WORKS, NORTH ROAD. N.7.

ENTHUSIASTIC YOUNGSTER

20 years of age,

who has a natural bent for advertising, which he has studied at the I.C.S. in his leisure hours, seeks an opening where he will be given the opportunity to make good. He is at present selling on the road, and he has sold over the counter, has had a public school education, is active, ambitious and intelligent.

Salary is of secondary importance to opportunity.

Full particulars from Box 13, "ADVERTISER'S WEEKLY," 66, SHOE LANE, E.C.4.

KEY A SPACE IN THE EMPIRE NEWS

The Mail-Order Medium that pulls-and pulls-and pulls

Proficiency in Advertising

THOSE engaged in the higher grades of the business of Advertising or in the Advertising Departments of commercial firms, etc., may obtain certificates of proficiency by passing the Annual Examination of the Incorporated Society of Advertisement Consultants.

The 2nd Year's Examination

will be held on March 25 (Intermediate stage) 3—5 and 7—9 p.m., and March 26 (Final stage) 3—5 and 7—9 p.m. (two papers on each day).

Syllabus and Particulars may be obtained by sending a stamped addressed foolscap envelope to:

Mr. W. T. MOSS,

Hon. Sec., Incorporated Society of Advertisement Consultants,

Clun House, Surrey Street, Strand, W.C.2.

The American College Market

Concentrated for nine months a year in over 600 college towns there are approximately 700,000 college students. We know what, when, and where these students buy their necessities and luxuries.

We are prepared to help the English manufacturers, having logical products, build up a profitable trade with the American college student.

The "Collegiate Salesman," listing all Student papers, sent on request.

Collegiate Special Advertising Agency Inc., 503, 5th Avenue, New York City, N.Y.

CSAA

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES 150,000 *daily*

London Representatives:

FREEMAN & CO., 33, Paternoster Row, E.C.4

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.

D. J. KEYMER & Co., Ltd.,

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12 years' first-class Agency experience (English and Continental) in marketing every kind of product. Essentially a man of ideas and a technical expert possessing real executive ability, he is prepared to place his entire services at the disposal of any good manufacturer needing a

Publicity Manager

Write in strictest confidence to Box 634, Reynells, 44, Chancery Lane, London, W.C.2.

Offset and Photo Offset—NO BLOCKS Required.

REDUCE your costs of printing by photo offset process. Folders, booklets, facsimile letters, posters, showcards, catalogues, letter headings, can be reproduced with half-tones, line or colours and printed on the roughest of surfaces or linen-faced paper at a lower cost than letterpress and a better result. Blue prints, plans, charts, etc. Specially suitable for long runs on thin paper containing half-tones where it would be impossible by letterpress printing to obtain a good effect.

CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2

Holborn: 153 and 6387.

CURRENT ADVERTISING

E. W. Barney, Ltd., are now handling an appropriation for Calvert's Tooth Powder.

Milton Agency, Ltd., have commenced a new scheme for Gipsy Shoes.

S. H. Benson, Ltd., have been placing series instructions for Angus Watson's Skippers, and booking for Virol.

Fredk. E. Potter, Ltd., have increased advertising for Libby's in the provinces.

Muller, Blatchly & Co., Ltd., are now handling new business for Cow & Gate Milk Food.

Day's Agency has again been giving out for Morris Cigarettes.

J. H. Goring has taken up new media for Zeal Thermometers and Grossmith's Perfumery.

Storey, Evans & Co., Ltd. (Leeds) have placed additional instructions for Crestona.

D. C. Cuthbertson & Co., Ltd. (Glasgow) have been booking space for MacBrayne's Tours, Standard Life Assurance Co., and local business for Keltic Footwear.

F. Algar was responsible for the advertising of the annual report and meeting of Barclay's Bank.

Advertising & Publicity, Ltd., have renewed instructions for Drysdale's Rum and Coffee.

Sells, Ltd., have been booking newspaper space for Lipton's Biscuits.

Clarke, Son & Platt, Ltd., have extended advertising for the Vick-Brand Vapour-Rub.

Richter's Agency is handling increased space for the Super Inter-Oven.

London Press Exchange, Ltd., have placed double column displays for Farrow's Tomato Ketchup and Radiation, and business for Wallace Attwood College & Lea Francis Motor Cars.

John Haddon & Co. are now using provincial newspapers for Brooks' Appliance.

Edward Hunter & Co., Ltd., have a line in hand named Fit Rubber Compounds.

Cross-Courtney, Ltd. (Manchester) are handling business for Jowett Cars.

S. Davis & Co. have commenced an appropriation for Ciment Fondu with a front page in the *Daily Mail*.

Osborne-Peacock Co., Ltd., have been placing instructions for Grafton's Chiffonelle.

Bertram Day & Co., Ltd., are handling advertising for Lissenola Loud Speaker.

Lord & Thomas, Ltd., have recommenced business for Palmolive Shaving Cream and booking space for Shell Motor Spirit.

W. G. Huxley has a small appropriation for Samuel Jones & Co., Ltd.

Lawson E. Trout Agency are again giving out for Sterling Coal and Supplies, Ltd.

Robertson & Smith (Glasgow Office) are placing for "Royal Crown" Golf Clubs, and advance business in 1926 Tour Guides for Rankin's Scottish Tours.

Paul E. Derrick Advertising Agency, Ltd., are placing for Three Queens Hosiery in Lancashire and Yorkshire, and are placing for "Enervin" (Grierson Oldham & Co., Ltd.) in London, Manchester, Liverpool and Portsmouth papers.

Aldwych Advertising Co. are now handling the business of the London School of Authorship.

Westminster Advertising Service have been appointed advertising agents to Messrs. Lilley & Skinner.

Advertiser's Weekly
Friday, Feb. 5, 1926

THE A.A. BANQUET SPEECHES

The Advertiser's Weekly

4D A COPY
20/- a year
Post Free
Regd. at G.P.O. as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

A Renewal
—and a tribute

EARLY in 1925 Messrs. Carreras, Ltd., placed a contract with "John Bull" for fifty-two consecutive weekly pages—involving the largest sum ever received by a British periodical. This contract has now been renewed for another twelvemonth. No finer tribute could be paid to the value of "John Bull" as an advertising medium.

How responsive "John Bull" readers are to advertising is shown by a letter received last week from Mr. Ralph W Thomas, Managing Director of The Winter Thomas (1926), Company, Ltd. He writes :—

"I enclose a paragraph which reads like a very good testimonial for 'John Bull' as an advertising medium. We shall be very much obliged if you can get the editor to insert this paragraph as we are frankly 'snowed under' and although letters of apology have been posted to every sender of a coupon we have received several letters complaining of the non-arrival of the sample."

The paragraph was duly inserted in "John Bull." It read—

> The response to a recent offer in our advertising columns of a week's free supply of Instant Postum, has been so overwhelming that The Grape Nuts Company, Ltd., regret that it will be a week before all the samples can be dispatched."

JOHN BULL

OVER A MILLION CERTIFIED SALE

PHILIP EMANUEL, *Advertisement Director*, ODHAMS PRESS Ltd., 57-59, Long Acre, London, W.C.2

Telephone - - - - - - - GERRARD 9870 (14 lines).

When you advertise in the "Sunday Pictorial" you are Broadcasting in print.

The week to week circulation figures for the last three months of 1925 are as follow:—

October	4	2,302,691	November	15	2,264,126
„	11	2,330,959	„	22	2,390,295
„	18	2,325,995	„	29	2,416,983
„	25	2,308,404	December	6	2,369,046
November	1	2,302,232	„	13	2,342,761
„	8	2,268,268	„	20	2,327,090
			„	27	2,353,593

The above figures are exclusive of all Free, Voucher, and Complimentary Copies.

The Sunday Pictorial

CIRCULATION WELL OVER TWO MILLION COPIES PER ISSUE

'Phone:
Central 3440 (Seven Lines)

Specimen Copy, Rates and Full Particulars will be sent on application to
SIDNEY D. NICHOLLS
ADVERTISEMENT MANAGER
Geraldine House,
Rolls Buildings,
Fetter Lane,
E.C.4.

Telegrams:
"Sunpicad, Fleet, London."

THE GRAPHIC

The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

THE BYSTANDER

Vol. 49 FRIDAY, FEBRUARY 5, 1926 No. 663

The Week in Advertising

The Suggested Tax on Publicity—Some Probable Effects—Unsoundness of Freak Taxation

TAXATION of advertisements has been discussed throughout the business community since our disclosure last week of the fact that the Chancellor of the Exchequer had seriously taken into consideration the possibility of reimposing a tax that had fallen into disuse since the middle of the Victorian era. And, as was to be expected, no word in defence of the proposal has appeared anywhere. The most vigorous denunciation of the proposal was made by Mr. McCurdy in his speech at the Advertising Association Banquet. He recalled the axiom of Adam Smith that no tax ought to be imposed which could hinder or obstruct the internal trade of the country. It is obvious that taxation of advertisements would tend to do that by reducing the amount spent on advertising which is the great selling force of the age.

It would not only be Press advertising that would be affected. Outdoor advertising in the last few years has made enormous strides. It can be said with fair certainty of accuracy that there are to-day more than 200,000 sites of all sorts for hoarding displays. Added to these are all the tram, 'bus, train and van displays. The number of vehicles carrying advertising is not far short of 100,000. The electric signs throughout the country add some thousands more to the total. And it must not be overlooked that the backs of 'bus and tram tickets carry advertisements, and that the number issued every year runs into thousands of millions.

Those who have a tendency to think of advertising only in terms of the newspapers, journals and magazines would do well to bear these estimates in mind. There is an even wider field in which taxation of advertisements would damage trade than they realise. The poster tax in France and Italy is not a happy example for the guidance of the Chancellor of the Exchequer, for the revenue is a small item in the national budget and the hoardings are not used to the extent to which we in this country have developed them.

The position of direct mail advertising under any scheme of taxation offers difficulties that appear to be insoluble. And yet if direct mail matter escaped taxation there would inevitably be an immense turnover of appropriations to that form of selling.

A tax on advertisements, therefore, would not merely affect the pockets of individuals and firms. It might occasion a sort of a revolution in advertising methods. But its first and most destructive effect would be a reduction in the volume of internal trade, at the very moment when we are finding our way out of the morass of depression and stagnation in which we have struggled for four years. Taxation of any kind, it is generally conceded, is a handicap. A certain amount of taxation and certain forms of taxation we have agreed to bear because they are evils necessary to the maintenance of the civilised State. But outside those forms there are fields of freak taxation in which the sound national financier will not be tempted to wander.

This is a question upon which, as Mr. McCurdy wisely said, the Cabinet should seek the advice of leaders of the business community. There has been not a little freak taxation in the last decade, and it has all proved in practice to be either unfruitful or unnecessarily hampering to trade. That era of experimentation ought to have taught Whitehall a lesson. We trust and believe that the awakening among the Civil Service to the utility of publicity in the national life will not be counteracted and nullified by an injudicious experiment in unconventional taxation.

THIS WEEK'S PAPER

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Full Report of the Speeches

Advertising Characters Made to Measure—by Daniel Bonney
Six Sterling Salesmen Created by the United Yeast Company

Leading Questions in the Questionnaire—
Results of an Agency's Experiment

What Kind of Results from a Sales Letter?—by Max Rittenberg
Discussion of a Thorny Point in Postal Publicity

IN THE POSTER SUPPLEMENT.

Ugliness as a Factor in Poster Art—by Jacques d'Evril

The Month on the Hoardings—by J. G. Gray

And All Regular Features

Ad. News in Brief
Publication Notes and News
Club Notes and News
Letters to the Editor
Advertiser's Gazette
Current Advertising
We Hear, etc.

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66, Shoe Lane, London, E.C.4

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THE GRAPHIC | The Advertiser's Weekly | THE BYSTANDER

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THE ADVERTISER'S WEEKLY,

66, Shoe Lane, London, E.C.4

INAUGURAL BANQUET OF THE

The New Body Officially Launched

"An Independent National Existence"—Col. Lawson's Outline of Its Activities—The Threat of Taxation

BENEATH the placid and apparently normal surface of the inaugural banquet of the Advertising Association last Thursday there was drama.

The first speech of the evening, that of Sir William Berry, contained a dramatic passage. He said that it was not the object of the Association to attempt to control advertising agents or advertising men in any shape or form. This direct challenge to the statement in the original Draft Articles of Association, that "the Association as a whole will have power under the Articles to make rules and regulations as to the conduct of advertising," lent an added interest to the reply of Colonel Lawson, the President of the Association.

He was equally definite on the subject of the clauses of the Articles which gave the Association a measure of control.

"Least of all was it the desire or intention to dictate or attempt to dictate—for dictation would be impossible—to any persons the terms on which or the methods by which they should conduct their business," he said.

The modification did not escape notice, and the animated conversation in the halls and corridors of the Hotel Victoria after the dinner was reminiscent of the lobbies of the House of Commons on a Budget night.

THE SPEECHES

Sir William Berry

Sir William Berry, submitting the toast of "The Advertising Association," said the day had gone by when one could talk about advertising as something that had yet to find its proper form. At the time of the great Advertising Convention at Wembley he obtained estimates of the amount of money spent in this country in advertising, and he found it was something like £50,000,000 per annum — about one-fifth of the money realised by the collieries of this country for the whole of their last year's output. To-day that £50,000,000 gave employment to hundreds of thousands of people, and was a steadily growing item in the country's affairs.



Sir Wm. Berry

"The President of the Board of Trade," said Sir William, "has told us that upon our methods of salesmanship and our knowledge of advertising depends very largely the future maintenance and development of the export trade by which this country lives.

The Threat of a Tax

"Unfortunately the President of the Board of Trade said nothing about any idea of a Government subsidy for research into the principles underlying these matters. On the other hand, one of his minor colleagues has hinted at the desirability of reviving the old tax on advertisements. That is not a threat which we need to take too seriously. The greatest advertisers of all, the most persistent and the most insistent, are our politicians and our statesmen, and if they want a tax on advertising, it should not be too much of a strain on our ingenuity to get much of the space they receive free to-day classed as advertising, pure and simple.

A Great Industry

"To-day advertising has passed through the experimental stage, and while it is all the time growing and expanding, it has already become one of our great national industries. The great Convention held in Wembley in 1924 proved that beyond all doubt. That Convention, as you will remember, was opened by the Prince of Wales, and addressed by most of our leading statesmen and by many of our leaders of commerce. It was attended by something like 4,000 people, all directly interested in the business of advertising, and including delegates from most of the industrial nations of the world. The good that was accomplished by that Convention cannot easily be over-estimated.

"Last year at Harrogate there was held the first purely British Convention, and another great success was achieved. I know that I am perfectly correct in saying that as the direct result of these gatherings a large number of traders have realised for the first time what advertising can do for them, and there has been a direct repercussion in the number of firms who have become advertisers as a consequence.

"Both Conventions were arranged and promoted by the English body, established as a branch of the Associated Advertising Clubs of the World, and known as District 14. Allied to this body there are 21 clubs and associations in London, and 11 more in the provinces. Various other clubs are in course of formation in provincial centres and it is believed that it will not be long before the total number of advertising clubs affiliated to this central body reaches close on 100.

"The new institution whose inauguration we witness to-night is the direct outcome of these two Conventions, and of the growth of the club idea in this country.

"It is, I believe, proposed to hold a Convention in this country every year in future, and it was felt by those responsible for the Wembley and Harrogate Conventions that the task of organising these Conventions would be better undertaken by a National Advertising Association of a permanent character. In other words, the objects of the new Association are to promote Conventions and Exhibitions, and to propagate in every way possible the knowledge and usefulness of advertising. These, as I understand them, are the real objects of the Association.

The Objects

"I lay stress upon them, because in the statement which was first issued, through an unfortunate mistake, the objects of the new Association were stated to be of a much wider and more comprehensive form, giving rise to a certain amount of apprehension in many interested quarters.

"To put it plainly it is not the object of the Association to attempt to control advertisers' agents or advertising men in any shape or form. It will not attempt to interfere with the work of existing bodies, or to be an administrative body of any kind. It may be that the day will come when we shall require such a body as the British Medical Association—an unfortunate example to take just now, perhaps—and a central body with wide powers, elected by and controlled by the business as a whole. But that day has not yet arrived, and it is highly desirable that it should be made definitely clear at the very outset that these are not the objects of the Advertising Association.

"But the work for the new Association in the direction of the education of the community as a whole on the value and the pitfalls of advertising is boundless. It can render inestimable service to us all in the promotion of these periodical conventions, in the education of the public on advertising matters, and on these lines of national service I predict for it a long and useful existence."

Col. E. F. Lawson

Colonel E. F. Lawson, responding to the toast, said that a certain amount of misunderstanding had arisen as to the aims and objects of the Association, some of it avoidable and some unavoidable. They had all been working at considerable pressure in the laudable desire to get the decks clear with regard to the Association and get on with Blackpool.



Col. E. F. Lawson

The chief difficulty was to put into concrete form an idea that until two years ago was new in this country. Their Association as District 14 had been in existence for two years, but it had neither constitution nor revenue

ADVERTISING ASSOCIATION

nor, more important, an independent national existence. They were grateful to America for the inspiration and they did not wish to do anything to break the happy connection which existed. But he thought all would agree that a British advertising organisation deserved a separate national existence of its own though they would remain affiliated with America.

A Federation

The Association was in its essentials a federation of clubs and organisations, and in his opinion it was very happily so constituted. Their purpose was to consider the general interests of advertising as a whole, not the particular interests of any section. Sectional interests had their own organisations with which the new organisation neither could, should, nor would interfere. He would not have anyone enter the Association under the misapprehension that he would get any advantage at the expense of the whole body, though he did not believe there was a single man who took that view. They had in their profession men and women who took the big view that there was a vast field of useful work for advertising and selling men as a whole, both deliberative and educational, in putting before the general public the vital importance and true economic value of advertising in the march of commerce.

Least of all was it the desire or intention to dictate or attempt to dictate—for dictation would be impossible—to any person the terms on which or methods by which they should conduct their business. They confined themselves to the constant advocacy of the highest ideals and standards of practice that they might assist to maintain by concerted effort the high standing which advertising had achieved as an honourable profession.

On the active side one of the continually working committees of the Association was the National Vigilance Committee. Its work was to carry on a constant campaign against fraudulent and dishonest advertising. He would say at once that there was very little fraudulent advertising in this country, but it was the interest of everyone connected with advertising to do the utmost to see that what did exist was stamped out in order that the public might have complete confidence in advertising and advertised products.

The greater part of their work would be done at conventions and special conferences. No one would deny the useful purpose of discussion. An even greater purpose was served by actually bringing together large numbers of business men in every form of enterprise, to let them know one another and learn to appreciate their respective difficulties and problems.

But the Association aimed at more than securing the immediate interests of advertising and of those who lived by advertising. One of the chief aims was to examine how advertising could render greater and more efficient service to manufacturers and traders. What they wanted to do was to put at the disposal of traders the mobilised knowledge of the profession.

The Rt. Hon. C. A. McCurdy, in proposing the toast of "The Development of British Trade," said that it was a propitious moment for that toast, since they were told that the long frost was breaking and that we were in for better weather. Optimism and great patience were qualities of which traders were most in need.



Mr. C. A. McCurdy

He thought there was no doubt that we were on the eve of a great trade revival. What use was British trade going to make of the opportunity now at its door?

It would be well for British traders to bear in mind that in all probability the volume of international trade, while he hoped it would be just as great as in the past, would nevertheless be of a changed character.

More and more the international interchange of goods would tend to be restricted to goods of better quality rather than those of cheapest price. One of the effects of the self-determination of nations and the inconveniences which every nation found in the war was the development at a rapid rate in Europe of standardised industries necessary to supply the everyday needs of every country. There would be more opportunity and rewards for nations with the highest reputation for quality, and especially for the best-class goods.

There was only one cloud on the horizon. He had seen a message [circulated by the ADVERTISER'S WEEKLY] which suggested that the Chancellor of the Exchequer had had under consideration a tax on advertising. If the Chancellor were indulging in that sort of guess he would suggest that he should guess again. He could hardly believe that the Government could contemplate a step so contrary to the general principles of taxation as observed without interruption in this country for fifty years. He quoted two axioms of Adam Smith—first that taxation should be convenient to the taxpayer—did we ever find a Government do that?—and second, that no tax ought to be imposed which could hinder or obstruct the internal trade of the country. A tax on advertising would in principle be precisely the same as the old taxes by turnpikes and octrois. If the Government were in any doubt about taxes they should follow the example set during the war and obtain from business men and traders the advice and assistance which their special knowledge enabled them to give.

Colonel the Hon. F. Vernon Willey, in reply, said insufficient attention was paid to the internal organisation of businesses which were responsible for the rapid passage of goods from production into the consumers' hands, and so it was that the organisation which that Association was aiming to develop seemed destined to have a very influential bearing upon the acceleration of our trade prosperity. The convention at Harrogate which led to the formation of that Association held out great hopes, and gave the promise of serious attention to these problems.

The scale on which advertising was utilised to help trade was an important one. Those who travelled around the world must have observed that the most industrially developed countries were those which spent the largest amount of effort, energy and money in advertising. He did not know whether economic analysts would say that the immense industrial activity of the United States was the result of the attention paid to advertising, but no one would deny that a great deal of the industrial prosperity of that country was directly due to the movement known as the deferred payment system, and it was advertising which had made that movement possible.

Sir Charles Higham

Sir Charles Higham, proposing the toast of "Our Guests," said he was exceedingly disappointed. He went there that night with the belief that the Association was to be formed on vastly wider lines than had been explained by the Chairman. The day had come when they could have a strong, courageous, useful body to do something to lift up their business in the eyes of those who still did not respect it.

He had hoped to be told that one of the primary objects of the Association was the development of brains in the industry. If there was one industry or profession that needed urgently to find talent it was the advertising business. Nothing was being done to bring that about. This Association should be formed on the lines of the Chartered Accountants, the British Medical Association or some similar body.

Why not?

The profession was handling and was responsible for £100,000,000 every year. There was need for a governing body to show them ways and means to go about their business. Conventions were not enough. They did not need social encouragement; what they needed was the laying down of rules and regulations that everyone should obey.

They had to develop sublime courage and faith in the work in which they were engaged. Frankly, they were not going to have a lukewarm Advertising Association. They would not kow-tow to this body or to that. They would organise a thing which was worth while.

The Lord Mayor of Cardiff responded.

Mr. Philip Benson, in proposing the toast of the Chairman, said that advertising agents were trying to develop the professional side of advertising and welcomed the advent of a big Association which would spread knowledge.

Col. Lawson, in reply, said that Sir Charles Higham had put up an excellent case, but he must confess he was mystified what it was for. Nobody could possibly accuse anyone who had spoken that night of lack of pride in belonging to the profession. It was precisely in order that all might be able to work in harmony that the Association had been constituted as it was.

Leading Questions in the Questionnaire

How They Affect Respondents' Replies—Results of an Agency's Survey

CROSS-EXAMINATION is one of the most subtle and effective forms of pleading used in the courts of law. A skilful counsel can build up a case for his client by putting leading questions to an unsuspecting witness.

There is a danger that in framing questionnaires for business research work one may unconsciously exert the same process. A questionnaire filled with leading questions may be almost as deceptive as guesswork, and a margin of error will exist unless exceptional care is exercised. It is only too easy to put leading questions that will draw from respondents certain replies that are wanted or expected.

The deviation in results that may be obtained from two questionnaires aimed at the same object but differently framed is remarkable, as is shown by an illuminating report on research published in the current issue of the *News Bulletin* of the J. Walter Thompson Company.

In order to determine, if possible, what would be the effect on the answers of the respondents by asking the same questions in a somewhat different manner, the J. Walter Thompson Company undertook a questionnaire investigation among the executives and the office and factory employees of six of its clients engaged in a wide variety of manufacturing in a middle western area tributary to a city of about 500,000.

Two sets of printed questionnaires were circulated in succession among an identical list of executives and employees of these six clients.

Here is the text of the first questionnaire sent to the selected list of employees of six manufacturing concerns :

Because of our advertising we would like to find out what magazines are read generally by office and factory people. It will help us to choose the right magazines if you will kindly mark an X before those magazines in the following list that are subscribed for or bought regularly every month or every week at your home. If no magazines are taken in your home, place an X before the line reading : "We do not read any magazines in our home."

WOMEN'S MAGAZINES.

[ ] Ladies' Home Journal.
[ ] Woman's Home Companion.
[ ] Pictorial Review.
[ ] McCall's.
[ ] Delineator.
[ ] Good Housekeeping.
[ ] Modern Priscilla.
[ ] Woman's World.
[ ] People's Home Journal.
[ ] Needlecraft.
[ ] Vogue.
[ ] Harper's Bazaar.

MONTHLY MAGAZINES

[ ] American.
[ ] Cosmopolitan.
[ ] Red Book.
[ ] Photoplay.
[ ] True Story.
[ ] Review of Reviews.
[ ] World's Work.
[ ] Harper's.
[ ] Century.
[ ] Scribner's.
[ ] Atlantic Monthly.

WEEKLY MAGAZINES.

[ ] Saturday Evening Post.
[ ] Literary Digest.
[ ] Collier's.
[ ] Liberty.

[ ] We do not read any magazines in our home.

[ ] Besides yourself, what other members of your family, living with you, work for wages or salary ?

.....

[ ] What newspapers are read regularly in your home ?

.....

.....

After filling out this card please sign your name and hand card to the head of your department.

Name.....

About three weeks after the replies to this questionnaire were all in, a second questionnaire was circulated in precisely the same manner to the same people (a buff card for executive, office and clerical employees and a salmon-coloured card for factory employees). This questionnaire had no magazine names, but did have the control question concerning newspapers and had the blank space for signature. Here is the text of the second questionnaire sent to the same list three weeks later than Questionnaire No. 1 :

We dislike to trouble you again, but it will be of great help to us in choosing the right magazines for our advertising if you will kindly write in the space below the names of the magazines subscribed for or bought regularly each month or week in your home.

.....
.....
.....
.....
.....
.....

If no magazines are read in your home, leave above space blank and make an X mark here :

[ ] No magazines read in my home.

What newspapers are read regularly in your home ?

.....
.....

After filling out this card please sign your name below and hand card to the head of your department.

Name.....

In both instances the cards were distributed throughout the clients' organisations under the direction of a single executive and after having been filled in were collected by him from the various department heads and returned to J. Walter Thompson Company for tabulation.

No one in the organisation of those clients had any advance knowledge or intimation that a second questionnaire would follow the first one.

Every questionnaire counted in the result was signed with the name of the respondent and the cards of those who answered only one questionnaire were cast aside. There remained 721 respondents who had answered both questionnaires.

On the control question concerning newspapers which was precisely the same in both questionnaires there was a variation in replies of only 2½ per cent. for office and executive employees and 2 per cent. for factory employees.

The standing of the 27 magazines showed a wide variation in the returns from these two questionnaires. The nearest to complete agreement was in the case of one of the monthly magazines which showed 87.3 per cent. as many subscribers in response to the second as to the first questionnaire. Only three showed over 75 per cent. agreement in the total number. Fifteen others showed agreement between 50 and 75 per cent. in total, making a total of 18 publications for which in the second questionnaire at least half as many subscribers were reported as in the first questionnaire. The remaining nine showed less than 50 per cent. of agreement in totals.

Many other interesting points were brought out by the study, but most of the more striking ones may be summarised without tabulation as follows :—

It is evident that the act of checking a printed list of magazines greatly stimulated the memory or the imagination of the average respondent, for more than 81 per cent. of our respondents made some change from the first questionnaire when answering the second.

A substantial number of respondents checked one or more magazines on the first questionnaire, and on the second questionnaire said that no magazines at all were taken in their homes. Others checked one or more magazines on the first questionnaire, and mentioned entirely different magazines on the second questionnaire.

The best showing in this respect was made by the office men, nearly one-fourth of whom answered both questionnaires exactly alike. The poorest showing was made by the factory men, only 16.8 per cent. of whom answered both questionnaires alike.

It is perhaps a little surprising that the factory women made a little better score than the office women in this respect ; 21.4 per cent. of the factory women answering both questionnaires alike, whereas only 17.2 per cent. of the office women answered both of them alike.

Some of the detailed contrasts between the results of returns from the first and second questionnaires may be summarised as follows :—

The various groups of employees shw ed changes in answers between first and second questionnaires for the questions concerning magazines as follows :—

	% Constant.	% Different.
Office Men	24.6 ..	75.4
Factory Men ..	16.8 ..	83.2
Total Men	18.0 ..	82.0
Office Women ..	17.2 ..	82.8
Factory Women ..	21.4 ..	78.6
Total Women ..	20.3 ..	79.7
Total Office (men and women)	20.6 ..	79.4
Total Factory (men and women) ..	18.4 ..	81.6
Grand Total ..	18.8 ..	81.2

265 women mentioned 554 magazines in the first questionnaire ; 372 in the second.

456 men mentioned 871 magazines in the first questionnaire ; 541 in the second.

The women averaged about 2.1 magazines each on the first questionnaire and 1.4 each on the second.

The men averaged about 2.0 magazines each on the first questionnaire and 1.2 each on the second.

131 executives and office employees mentioned 426 magazines in the first questionnaire ; 309 in the second.

590 factory employees mentioned 999 magazines in the first questionnaire ; 604 in the second.

The entire group of executives and office employees averaged 3.3 magazines each on the first questionnaire and 2.3 on the second.

The factory employees group averaged about 1.7 magazines on the first questionnaire and 1.0 on the second.

The 721 respondents mentioned 1,425 magazines in the first questionnaire ; 913 in the second. This is an excess of 56 per cent. in the first questionnaire over the second.

On the first questionnaire there was an average of approximately two magazines mentioned per respondent whereas on the second questionnaire the average was only about 1.2.

Advertising Characters Made to Measure

United Yeast Company Creates Six Sterling Salesmen in One Campaign—The House Organ as an Educative Trade Magazine

By Daniel Bonney

HIGH up in the scale of popularity of modern advertising features come advertising "characters." In various guises they smile and talk their way through all sorts of media selling goods and services of every variety.

But usually a firm uses only one character—or a pair—to which it sticks through thick and thin. Such a policy would seem natural, for the primary function of the advertising character is to co-ordinate all appeals by endowing them with a common personality.

For their current campaign, however, the United Yeast Company have created a family of characters. Each makes his bow, says his say once, and then disappears. It sounds uneconomical, but it is part of a definite advertising policy that is helping to sell British yeast to bakers in the face of strenuous competition from cheaper foreign goods.

Yeast is a difficult subject to advertise. In its raw state there is nothing inspiring about it. One piece looks much like another, and both look like



putty. It has a certain function to perform in baking, and the task of the United Yeast Company's advertising is to educate the baker to use a particular brand, "D.C.L." All bakers use yeast, so the problem narrows itself down to selling the brand name. Continuous advertising is, of course, the first essential in a campaign to sell a brand name, and this is the first strong point in the company's policy. The baking trade papers are used with unfailing regularity. Full pages, double pages, and four-page spaces are



taken with every issue, so that the appropriation is one of the largest, if not the largest, in the industry.

When such large spaces are used regularly in trade papers it does not take long for any new scheme, however striking or original in the first place, to become familiar, and, if left to drag on indefinitely, hackneyed. So the second main point in the advertising policy is that no scheme or special series shall run more than six or eight times. A trade paper is very different from a general newspaper in regard to the length of time necessary to outwear a particular appeal.

When the United Yeast Company decided to use "character" advertising, therefore, they did not settle upon one "D.C.L." figure, but selected a series. Various tools and implements that figure in the making and life of a loaf were endowed with personality and made to register their "reactions" to the use of this brand of yeast.

"The delivery van that was proud," "The bread knife that worked overtime," "And the trough was full of contentment" and "When bread tins smile" are some of the headings to the series of six displays.

These advertising "characters" are not in any sense stock figures. They are "made to measure" for every kind of appeal to be advanced for branded yeast. A different angle is put on every piece of copy in this series by the introduction of a family of personalities instead of a single one.

Not only have the United Yeast Company introduced a new family of characters into the bakery papers with this series, but they have also hit upon a striking method of presentation. All the copy is attractively hand lettered in the form of a triangle, while prominently at the bottom of the space, sometimes at the apex and sometimes at the base of the triangle, is figured the brand name.

Considerable ingenuity has been used in picturing the various figures, and the hand lettering is distinctive, easily read, and cleverly arranged.

Some of the copy in this series touches upon a third consistent item in the advertising policy. That is the education of the baker to the advantages of using modern appliances



throughout his work. A vigorous, up-to-date, baking industry will mean better trade for them, the company believe, and foresightedly press consistently every argument in favour of modern methods in all departments of bakery work.

For instance: "The flour sack whispered to the bread kneader.

(*Continued on page* 232)

Thorny Points in Postal Publicity

What Kind of Results from a Sales Letter?

By Max Rittenberg

"WHAT kind of results can I expect from a sales letter?" This horrible question is sure to be asked of anyone who speaks about postal publicity on a public platform, or in any way offers himself as a target for questionings about the value of the post as an advertising medium.

It is a horrible question, because a general reply is never likely to meet the circumstances of the man who asks it; and because the value of a reply to a sales letter varies so enormously in different businesses, that a percentage figure is no standard of comparison for the real value.

To be specific, consider these actual cases:—

1. An insurance company sends out a mailing shot to cold prospects. The results are under 1 per cent. of inquiries. Yet the insurance company considers this good. Would *you* consider it good for your particular business?
2. A retail merchant, old-established, sends a sales letter to customers. The results are just over 10 per cent. of orders. The merchant in question considers this fair, but thinks it might be doubled by a stronger form of sales letter. However, he has never yet found the letter which will produce 20 per cent. of orders.
3. An American bank sends a sales letter to new parents. This particular letter was proved, over the signature of the officers of the bank, to have brought 100 per cent. replies, and opened 100 per cent. new accounts for the children. However, the bank apparently regards this result as nothing very extraordinary.
4. A builders' supplier sends an inquiry-bringing letter to builders and architects. The two letters are very much the same, with slight differences of wording applying to builders and architects. The enclosure is the same. The letter to builders brings 3½ per cent. of replies, and the letter to architects brings over 11 per cent. of replies. Who, outside the trade, is to say whether the 11 per cent. or the 3½ per cent. is going to be, in the long run, the more valuable to that builders' supplier?

The above are given as specific instances of other advertisers' results from sales letters; and surely they show that the percentage of replies cannot be put up as a criterion of the pulling power of the sales letter. The real criterion must obviously be cost-per-inquiry in the first place, and cost-per-order in the second place; and in the ultimate, the actual value of each new customer compared with the cost of getting him on the books.

Cost of a New Customer

The managing director of a chain of popular shops told me that before the war they had a regular offer, to any assistant or errand boy, of half-a-crown apiece for any new customer who could be traced to the personal introduction of that assistant or errand boy.

To-day, he estimates that the right figure would be about 4s. This applies to retail trade, where a customer can easily change about from one local retailer to another—and frequently does so if she has any cause for complaint about goods or service.

A manufacturer, however, selling to wholesalers or to retailers, is in a different position. He has a much better expectation of permanent trade.

Several manufacturers have told me that they would be perfectly ready to pay between £1 and £2 for the opening of a new account.

When it comes to high-priced specialities, where a large margin is allowed for selling expenses, a cost of £5 for the selling of the article would in many cases be considered quite ordinary.

In view of this diversity of figures, it is impossible to make any general statement as to how much is a fair figure for obtaining a new customer by sales letter (or by any form of advertising). It *must* depend on the individual case.

About the only real standard whereby to judge of the effectiveness of a sales letter is to compare its results with the known costs of obtaining new customers through travellers or canvassers.

Suppose the books of a firm of manufacturers proved that it costs an average of 30s. for a traveller to secure a new retailer customer. Then, any form of sales letter, or selling campaign conducted through the post, which produces new customers at under 30s. per new customer, will be profitable. The extent of the success of the shot will be gauged by how much less it costs than the corresponding cost through the medium of the personal canvass.

While making this comparison, it must at the same time be remembered that through the post one has the possibility of netting in the new customers far more quickly than through travellers. The latter can only cover all the country slowly. It might take a year to call on all the possible pros-

(*Continued on page* 232)

Belfast Telegraph

ULSTER'S GREAT NEWSPAPER AND ADVERTISING MEDIUM

Head Offices—
Royal Avenue,
BELFAST.

PLEASE APPLY FOR SPECIMEN COPY, RATE CARD AND CIRCULATION MAP.

London Advt. & Editorial Offices—
(Private Wire)
40-43, FLEET STREET, E.C.4
'Phones: Central 8357 and 8358.

A "little more" story



You can't tell a clock by the Time

IT was definitely, assuredly, certainly and emphatically ten minutes to seven o'clock. One hundred and fifty clocks in a brilliantly lit Oxford Street shop window said so with a unanimity that was appalling. Never in history, not even before there was a League of Nations, has there been such a consensus of agreement.

The contents of that shop window indicating a great clock sale were almost revolting in their fascination. One had to stand and look and listen to a riot of exactitude, to be a mesmerised witness of an orgy of "rightness."

The difference in the design of the one hundred and fifty dials seemed but to accentuate the overbearing but unquestionable conformity as to the time of night on the part of that battalion of clocks so blatantly correct.

They ticked in an infinite variety of tone that was no relief to their sickening consentaneity.

"We may differ in shape, size, face and tick," they seemed to say, "but we are of one accord. We are right. It is ten minutes to seven."

* * * * *

Of course that sort of spell had to be broken. The thing to do was to buy a clock. It would be intolerable to live longer without an instrument of such perfect precision.

"We want a clock," we said to the shopkeeper.

"What sort of a clock?" he responded, with the air of a man determined not to be caught.

"Oh, a clock with the right time. One out of the window. They are right, all of 'em."

"I know, I put them right," he said with a smile and a gesture which seemed to add "you've a lot to learn about clocks."

And then he went on, "You see, some of them are cheap clocks and some are dear and the cheap clocks are dear and the dear ones cheap."

"Oh!" we said.

"The cheap clocks tell the right time to-night, but between you and me, you never know how long they are going to keep right. They may make you miss the boat."

"Ah!" we said.

"These cheap clocks give no service. The fingers are pointing right now, but the mechanism is poor. Now, in the dearer clocks which are cheaper clocks, there is solid workmanship and good craftsmanship. Even the cases are solid. The metal that looks like silver is silver—not tin. Then——"

"Enough," we said, "we'll buy a good one while we are about it."

"But you see," he went on, "the dear ones differ."

"H'm?" we said.

"Now, I have a clock that I really recommend because the maker has put the little more thought into the design, the little better metal into the works, the more finely tempered steel into the springs, the little more craftsmanship into the construction, the little more sense of the artistic into the shape of the case, the little more . . . . . ."

"Sufficient," we said, "we'll take it."

"You'll get more service for the little more you're paying," he observed as he proceeded to pack it up.

Then he added, with a winning air of wisdom, "You can't tell a clock by the time it tells you."

* * * * *

Because of the little more attention paid to every department, whether it be that dealing with marketing, copy, art, layout, media, outdoor publicity, or direct-by-mail, this organisation has consistently progressed. It has helped to build big businesses. Their names are known the world over.

The little more enterprise shown by Saward, Baker & Co., Ltd., in many phases of modern commerce is continually attracting those firms who believe in sound progress and who deserve the maximum service.

SAWARD, BAKER
AND COMPANY, LIMITED
Advertising from A to Z
27 Chancery Lane, London, W.C.2
Telephone: Holborn 5528 (5 lines)
Telegrams: "Sabazia Holb, London"

A Short Intimate Talk Broadcast from the YORKSHIRE EVENING POST.

SIMULTANEOUS PUBLICATION.

WE are not pioneers in this direction, but the simultaneous publication of *The Yorkshire Evening Post* at Leeds and Doncaster marks an advance, we think, upon anything previously attempted with an evening paper.

"Why," it will be asked, "have you set up a duplicate plant, at heavy cost, in a town only 28 miles distant from the head office in Leeds?"

The answer is that we are looking ahead.

According to some students of modern economics, the cities of to-day have reached their limits of size and population; their tendency will be to shrink. The same, they say, may be predicted of most towns. But Doncaster is an exception. It is in the centre of a new coalfield, and there are people who look to it swelling to the size of Leeds itself.

So it is to serve the mining towns which are springing up around Doncaster, as well as Doncaster itself, that we are now printing and publishing there editions simultaneous with those of Leeds. We are proud of these editions. They are well done, and the distribution by our own fleet of motor-vehicles stationed at Doncaster is so efficient that *The Yorkshire Evening Post* is now easily the paramount evening paper in the district.

There are two ways in which we could simultaneously print and publish an evening paper. The cheaper way would be to set the whole of the paper at one office, merely sending a duplicate set of plates to the subsidiary town, and bringing the news up to time of printing by using the stop-press device.

Our way is the better one of maintaining an editorial staff at Doncaster, setting in type there two pages of local, district and late general news, casting the plates on the spot, and giving fresh from the rotary press an up-to-the-minute, live evening paper *adapted to the needs of the area.*

It is a costly way, but necessary to do the thing properly. *The Yorkshire Evening Post* is the only evening paper at Doncaster with a private telegraph wire to London, and the only paper to give the Doncaster area the full service which it requires. And there has been no advance of advertising rates.

Leeds: Albion Street. Doncaster: Scot Lane.

The Powers of the Advertising Association

Explanation of the Present Position by the President—Controversy about "Control"

Lt.-Col. E. F. Lawson, President of the Advertising Association, this week made the following statement to the ADVERTISER'S WEEKLY *on the subject of the modification of the draft Articles of Association of the new body:—*

YOU ask me to give a further explanation of the modification of the original draft of the Articles of Association of the Advertising Association.

The first draft was in no way final, as there were in it many provisions to which the Board of Trade took exception. There was also a considerable amount of opposition from different directions and misunderstanding as to the powers which it was proposed to exercise under a certain clause.

The Constitution Committee took this into consideration and recommended to the last full meeting of the Council that this clause should be omitted. They took the view that the Association would be empowered to take all steps which were practicable and desirable under the general provisions of the Articles of Association, and that no good purpose would be served by creating misunderstanding. The Council agreed to their view because they felt that it was essential that there should be no misunderstandings and that the Association should work in harmony in the interests of all concerned in advertising. They felt that it was all important that there should be no friction in getting together the various units of a complicated machinery which had never stood together before, and that if united action was the ultimate aim, above all it was necessary in the commencement that all sections should appreciate one another's viewpoint.

I wished at the inaugural banquet to make a perfectly frank statement, so that although there might be opposition—and there is opposition—to every proposal, at any rate there should be a full disclosure of the position.

It is my personal view that control in the fully accepted sense of the word is not practicable in a profession which is so vast and so indefinite, and that in the present stage of our development we should remove any cause for fear that we are going to make experiments with a power which we could not satisfactorily exercise. On the other hand, though we may not be able to control, and in any case our force must have been purely moral, we can recommend, and the recommendation of any course of action with the full support of the representatives of the whole profession, must have very considerable weight.

I do not consider that the powers for good of this Association have been curtailed. Its work for the improvement of the standards of practice, for creating a better understanding of the functions of those who control the expenditure of money on publicity and for making advertising better understood by the public as an economic selling force, and for creating greater confidence in advertising, must be enormously to the benefit of advertising.

And if all advertising men in every section of the profession rally round the Association, so that the Association is thoroughly representative, they will find that they are able to exercise a considerable measure of influence in regulating the activities of advertising.

A TAX ON ADVERTISING.

An Important Statement by

LORD LEVERHULME

Will appear in our Next Issue.

A Letter from Mr. W. R. Morris appears on page 226.

SELLING *v.* SHOWING

A Newspaper Advertisement is not designed to hang in a National Gallery. Nor is copy intended to be fine rhetoric. If such were the case interest would be confined to the words and the illustration—the product itself might not be noticed.

It has always been our conviction that we serve clients best by interesting the public in the product to be sold—not by showing people what fine art work and copy we can turn out.

This doesn't mean that we discredit art and elegance. Far from it. Rather does it indicate our aim to make these qualities subservient to the main issue, which is "to Sell the Goods." All the difference that atmosphere, distinction of layout and type-dress can give is employed with a keen eye to its right relation to the product.

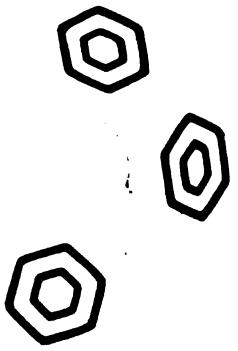
This is only one reason why our clients have always expressed their satisfaction with Advertising.

We will be pleased to visit Principals and discuss the Mather & Crowther Service in detail. Or we cordially invite them to call on us and see the work being done.

MATHER & CROWTHER LTD

Modern Advertising

10-13, NEW BRIDGE STREET, LONDON, E.C.4.



Three new Hexagon accounts have recently materialised in one week.

Calvert's Carbolic Tooth Powder—an old, well-tried British dentifrice.

Solignum—a name standing alone in this Country as a wood preservative.

An established Hair Treatment with remarkable achievements to its credit.

The steady flow of new advertisers to this Service Agency must have a significance.

Is it that the Hexagon is justifying all that we hoped for it as a symbol of sound advertising?

If you are interested in progressive Advertising, write for the Hexagon Booklet.

E. W. BARNEY LTD.

ADVERTISING,

CENTRAL HOUSE,
KINGSWAY,
W.C.2.

Telephone:
Regent 6104/5

Members of the Association of British Advertising Agents Incorporated.

Ad. News in Brief

Mr. Norman Wetton Joins "Daily News"—"Morning Post" and Overcoats—Foreign Fairs—A Museum that Helps Merchants

In Bouverie Street

Mr. Norman Wetton, who has been Advertisement Manager of the *Sunday Express* for the past three years, has joined the staff of the *Daily News* and *Star*. The appointment is particularly interesting in view of the fact that his father, the late Mr. George Wetton, who was a Director of the *Daily Express*, began his advertising career with the *Star*. On Saturday last Mr. Wetton's colleagues in the *Sunday Express* Advertisement Department presented him with a handsome silver salver engraved with facsimile signatures of each of the contributors to the gift.

New Appointments

Mr. R. H. Harries has joined the staff of the *Daily Mirror*. He has been associated with the advertisement department of Odhams Press for the past two years.

Mr. C. G. Browne has been appointed assistant publicity director to the Brighton Corporation.

Mr. C. Francis Wardle, late Assistant Retail Advertisement Manager of the *North Cheshire Herald*, has joined the staff of Odhams Press, Ltd.

From Liverpool to Manchester

Mr. K. Russell Brady has resigned from his position as manager of the Liverpool Organisation to take up an appointment with the Manchester Ship Canal Company. Mr. Brady, who leaves at the end of February, came in July, 1924, when the organisation was newly formed. The Organisation Committee has unanimously passed a vote of thanks to Mr. Brady. A successor has not yet been appointed.

Well Done!

During 1925, 108 adults and 91 children were assisted by the National Advertising Benevolent Society. Orphan children were placed and maintained in schools, sanatorium and other fees were paid for those in sickness, and the hardship of unemployment was relieved for many by weekly payments, the provision of clothing and so on. In pensions, grants, education, and so on, £4,577 were expended.

Museum and Merchandising

A service to merchants, manufacturers and commercial artists is offered by the Metropolitan Museum of Art of New York by Richard F. Bach, associate in industrial arts of that institution. "The Museum," says Mr. Bach in a letter to the Associated Advertising Clubs, "is deeply interested in the progress of design in the art industries. The record of its work appears in untold thousands of objects made and sold daily in our great stores and produced by American designers and manufacturers who have made use of the collection as an inspirational source of study in the preparation of new lines of merchandise."

Music Month by Month

Photographs of various stages in the production of their musical instruments figure on each of the monthly sheets of the calendar issued by Hawkes & Son.

New Trade Mark

Brandes, Ltd., the wireless manufacturers, have just registered the trade mark reproduced here.



It appears on the front cover of a series of unusual little booklets they are circulating to the trade. Sales talk in light vein, illustrated by cleverly conceived humorous drawings occupies half of each booklet, centre pages being devoted to technical details of Brandes' lines illustrated with pen-and-ink drawings of the goods.

New Coats for Old

A novel advertising plan was being carried out last week by Robinson & Cleaver, Ltd., in conjunction with the *Morning Post*. All the firm's regular six-guinea men's overcoats were reduced to four guineas during their sale, but a further rebate of one guinea was allowed to customers who bought an old overcoat for a "part exchange." The old overcoats were to go to the inmates of the *Morning Post* Embankment Home.

Basle Fair

The Basle Fair will be held this year from April 7 to April 17. It is the direct descendant of the ancient fair which has been held at Basle, at varying intervals, since the fifteenth century. Founded on this solid basis, the Swiss Industries Fair has recently developed into an important commercial enterprise.

Leipzig Fair

The next Leipzig Fair, for which the customary elaborate preparations are being made, takes place from February 28 to March 6.

How To Paste a Bill

A very practical booklet is being distributed by the London and North Eastern Railway for the guidance of its employees who are entrusted with the duty of "billposting on the L.N.E.R." It gives full instructions, with plenty of illustrations, on how to paste a bill from "thoroughly clean out paste can." First-class display of bills on this system should be assured by this service.

Printing at the B.I.F.

In the printing section of the British Industries Fair the latest productions of the leading printing and publishing firms will be on view, including Christmas cards and calendars, posters, and examples of fine art printing, all of which will afford ample proof of the progress that has been made during recent years in printing. Window transparencies for advertising purposes will also be displayed in a large variety of designs.

Screen Finder

A useful "screen finder" is being issued by A. Bourne and Co., Ltd., the block-makers. Around a circle are arranged a number of illustrations showing at a glance comparisons between various screens when printed.

948,700

The Daily Chronicle

NET DAILY SALE FOR A YEAR

CHARTERED ACCOUNTANTS' CERTIFICATE.

30th January, 1926.

Messrs. United Newspapers (1918) Limited,
3/5, Salisbury Square, Fleet Street,
London, E.C.4.

We have examined the books of "The Daily Chronicle" for the year ending 25th January, 1926, and certify that the average Net Daily Sale thereof during that period, after deducting all unsold, voucher, complimentary, and free copies whatsoever, was :—

948,700 Copies.

(Signed) DAVIES DUNN & CO.,
Chartered Accountants.

32, *Old Jewry,*
London, E.C.2.

Publication Notes and News

168 Pages—Threepence

The Early Spring Number of the *Drapers' Record* consisted of 168 pages, containing in its editorial and advertising columns details of coming fashion movements. A coloured cover gave the paper a "magazine" appearance, but the price was threepence as usual.

An Imposing List

A striking new folder outlines the programme for the *London Magazine* in 1926. The list of contributors for the year is an imposing one, containing some of the most eminent names in literary and public life.

Net Sales

The 1925 average sales of the *Philadelphia Bulletin* were 524,662 copies daily. This again shows an increase over any previous year of publication.

Three Boom Numbers

Special issues of the *Woman's Pictorial* are being published on February 27, March 6 and March 13. Free patterns are among the attractions in these numbers and a net sale of 165,000 per issue is being anticipated.

Gramophone Notes

A new half-page feature of gramophone notes has been started in the *Northern Whig and Belfast Post.*

Atlas of World's Airways

Francis J. Field, Ltd., of Sutton Coldfield, have published a commercial and historical Atlas of the World's Airways. The work has been ably and comprehensively carried out, and notes are given on advertising and on newspaper distribution by air.

The Almanac Displaced

For many years the *Birkenhead Advertiser* has presented its readers with a large sheet almanac, giving much interesting local information. The publishers decided this year to give this information in more handy form, and have given free a *Birkenhead Advertiser* Year Book.

"Liverpool Daily Post"

Last year's operations of the *Liverpool Daily Post and Echo*, Limited, after charging income-tax, depreciation, management, commission, etc., resulted in a profit of £206,648, against £181,715 for 1924. A final dividend is recommended of 2s. a share, with bonus of 2s. a share, both payable, less tax, on February 15, making a total distribution of 6s. a share, less tax, against 5s., less tax; £23,880 is placed to general reserve fund, making, with £226,120 net premium secured on the allotment of new shares, £250,000, and bringing the fund up to £550,000; £20,000 to depreciation reserve fund, making it £100,000 and carrying forward £70,058, against £50,622.

New House Organ

Glover's Inklings is the title of a new bi-monthly house organ published by Glovers, printers, of Weston-super-Mare. It contains informative articles on printing and advertising, and should do useful work.

"Buy British Fords"

In the February *Ford Times* the all-British character of the Ford car is specially featured. The issue contains much interesting and helpful editorial matter, and is a production which must appeal to all lovers of motoring.

"Printing O.K."

Mounted on a dead black sheet, an Ariston lace advertisement cut from an actual copy of the *Daily Express* demonstrates a remarkably fine piece of newspaper printing. Opposite it, a letter from Mr. W. E. Tomlin comments on the fine reproduction. This makes up a striking piece of promotion matter entitled "Printing O.K."

Labour Saving

"Solve your servant problem" was the title of a useful composite page in Saturday's *Morning Post.*

"Apollo"

The February number of *Apollo* caters diversely for all those who are interested in the arts. Prominent features in this number include "An unknown portrait of Titian, Middle Period," by August Mayer, and "Music in a Life," by Filson Young, while Lionel Cust, C.V.O., writes on "The First Pineapple Grown in England," and Huntley Carter on "The New Art of the Theatre."

House Organ Grows Up

With the January issue the *Kodak Magazine* throws its columns open to general advertisers. Three years old, the magazine has a guaranteed circulation of 90,000. Mr. W. Powell Davies has been appointed sole concessionnaire for advertising.

The "Examinee"

A new monthly to be published in March is the *Examinee*, designed to cater for students interested in professional examinations. It is estimated that there are at least 20,000 of these, and the new journal, which is to be priced at sixpence, should be able to render a useful service to them and their tutors.

British Trade in
NORTHERN IRELAND

NO CUSTOMS BARRIER

Read "Ulster as a Potential Market" by The Rt. Hon. Thomas Moles, M.P., Deputy Speaker in the Parliament of Northern Ireland. You can obtain a copy post free, on application to the "Belfast Telegraph," 40-43, Fleet St., London, E.C.4.

In Farming, the Trade Paper is the Home Paper.

Mail Order Selling to the Farmer's Home.

Over a hundred thousand well-to-do homes, many of them at a long distance from the usual shopping centres, await the mail-order advertiser in the

Farmer & Stock-Breeder
AND
AGRICULTURAL GAZETTE

The Trade Journal of England's greatest single industry, and read by practically every farmer of standing in the country.

Net Sales over 100,000 copies weekly.

£80 per page—approximately 4d. per inch per thousand.

Proprietors: MACDONALD & MARTIN Ltd.,
Lennox House, Norfolk Street, Strand, London, W.C.2.

Get your Advertisement into more than 100,000 such homes each week.

CLUB NOTES AND NEWS

What's On

Regent, Caxton Hall, 7.30 p.m., Wednesday, Mr. W. A. Cooke, "Business research applied to retailing;" Regal Rooms, W., Saturday, gala dance.

Birmingham, Mr. O. Rivington, "How to market goods overseas."

Leeds, Queen's Hotel, 7 p.m. to -night (Friday), annual dinner, cabaret, and dance.

Women's Advertising Club, Trocadero, Thursday evening, Miss Gordon Holmes, "Finance and Publicity."

Glasgow, Grosvenor Restaurant; 1 p.m., to-day (Friday), Mr. W. H. Harford, "The manufacturers' year of hope."

Cardiff, Royal Hotel, 7.30 p.m., Tuesday, Mr. J. C. Kirkwood, "Taking the guesswork out of advertising."

Aldwych, Tuesday, 2 p.m., Mr. Bransby Williams.

Glasgow—Mr. J. H. Thomas to Speak at Annual Dinner

Mr. J. H. Thomas, P.C., M.P., is to be the principal speaker at the annual dinner of the Club on March 26.

I.S.M.A.—Second Annual Conference in June

The second annual conference of the I.S.M.A. will be held at Cheltenham from Friday June 11, to Tuesday, June 15.

Mr. W. J. Bryce, Managing Director of the Shredded Wheat Co., Ltd., has invited members to visit the company's new works at Welwyn Garden City, on February 18. Luncheon will be served at the factory.

Blackpool—Mr. C. K. Woodbridge to Attend the Convention

Mr. C. K. Woodbridge, President of the Associated Advertising Clubs of the World, is leaving New York for Britain in the third week of April on business for the Dictaphone Company, of which he is head. He will attend the Convention at Blackpool during his stay here.

British advertising men, it is recalled, were happy to welcome Mr. Woodbridge to Harrogate last year, and his presence at Blackpool will also be keenly appreciated.

Liverpool—New Club Formed With Strong Executive

The Publicity Club of Liverpool came to an end at the close of last session, and a new club has now been formed under the title of "The Advertising Club of Liverpool."

One of the objects of the Club is to work definitely towards the early formation of an Institute of Advertising. Another aim of the club is to promote public confidence in advertising. Facilities are to be provided for lectures, discussions and debates.

Mr. J. R. Charter (of Messrs. Lewis's) has been elected chairman, Mr. F. Lane Woodroffe (Cooper's and Company), chief whip; Mr. S. C. Peacock (S..C. Peacock and Company), treasurer; and Mr. E. Brunning (S. C. Peacock and Company) Secretary. Elected on the committee are Messrs. Frank Derry (Cunard Steamship Company), D. Munro (Rushworth and Dreaper), Rollings (Vernon and Company) C. E. Horton (Bee's, Limited) and Coun. Chapman Durrant (Pioneer Furnishing Company).

Press Advertisement Managers' Association—Annual Dinner and Dance

The annual dinner, concert, and dance of the Press Advertisement Managers' Association has been always regarded as one of the most important and attractive social events of the year in advertising, and last Friday night's function at the Connaught Rooms was an even greater success than ever. The President of the Association, Mr. S. H. Perren, and Mrs. Perren received the guests, whose numbers (320) constituted a record.

Dinner was served to the accompaniment of music by the Silver Star Orchestra and very pleasing gifts presented by leading national advertisers, together with one from the Association, were distributed amongst the ladies. A concert contributed by Miss Eva Cattaneo (soprano), Miss Edith Faulkner (impressionist), Miss Grace Ivell and Miss Vivian Worth (duettists), Mr. Hardy Williamson (tenor) and Mr. Will Gardner (entertainer) followed immediately after dinner and was immensely enjoyed. At 10.30 the tables were cleared and dancing was continued until 1.30. A charming and beautiful exhibition of her art was given by Miss Lena King, premiere danseuse.

The indefatigable Hon. Secretary, Mr. F. Osborne, and his dinner committee, are to be heartily congratulated on the success which attended their efforts to ensure a record brilliant entertainmen

Cardiff—An Optimistic Outlook for 1926

"Britain's Year of Hope" was the title of an interesting address given by Mr. W. H. Harford, a director of Saward, Baker, and Co., Limited, at the meeting last week. Mr. A. E. Harrison presided.

Mr. Harford said there was solid reason for believing that before the end of 1926 Great Britain would rise again in power, prosperity, and prestige. The country had been carrying, during the post-war period, a load of debt that would have paralysed any pre-war Chancellor of the Exchequer.

We had seen factories close down, shipyards with men working on short time, and a grim line of unemployed, but we had also seen factories re-opened and shops giving bigger prominence to British goods. The pitiful queue of out-of-workers was also lessened. New factories and new industries had sprung up, and that in a country which was supposed to be decadent and dying. We were all optimists now, but he was proud that advertising men had been optimists when most men were taking a gloomy view.

Referring to the coal trade Mr. Harford said there was a good deal to be said for advertising coal if they accepted the proposition that advertising men were concerned about scientific distribution. This especially affected household coal.

In conclusion, Mr. Harford remarked upon the need for greater co-ordination between the employers and the employed and between the manufacturers and the distributors. They would still have to go forward in the spirit of enterprise in selling, and they would have to get rid of the fallacy that low wages were essential to trade.

A vote of thanks to Mr. Harford was proposed by Mr. Douglas Duncan and seconded by Mr. A. Hauser.

Glasgow—The President on Educational Work

A general discussion on educational work followed the luncheon last week.

Mr. D. C. Cuthbertson presided, and said there was a banquet in London last week and while one or two of their members were present, the club was not officially represented because, as the organisers of the banquet looked to the provincial clubs for support, he thought the least they could do was to invite the presidents. One or two members supported the president.

Mr. Cuthbertson went on to state that he had been in communication with several American sources about the educational work carried on there. One of the main points of the new Advertising Association in this country was education, and the provincial centres would have to follow. Meantime it might perhaps be best to wait and see what lead was to be given. The suggested lines were a series of classes or lectures for young men and women who had just entered or were anxious to enter the advertising profession. There would be lectures, debates and conferences, to be taken part in by experts, for the more advanced students.

Several members suggested ideas as likely to be useful in educational work, and it was agreed that the matter be continued in the hands of the committee.

Preliminary arrangements for the visit of the Manchester Club on February 19 were discussed, and every effort is going to be made worthily to return Manchester's hospitality.

Bradford—Words that Build Businesses

Mr. Sidney Walton addressed the last meeting at the Midland Hotel, Bradford, under the chairmanship of Mr. G. H. Leeson.

Mr. Walton chose for a title "Words and Wheels." Everything began in a dream, even a locomotive, and Selfridge's great stores in Oxford Street were the great fulfilling of what was itself no more than an inspired piece of imagination.

Mr. Walton went on to sketch his conception of the ideal shop in the light of his theory of the power of the spoken or written word to move or retard the wheels of business. In the first place he would see that the staff was carefully chosen and not tumbled into the business so that they had to pick up knowledge as birds picked up stray crumbs of bread.

"Let us learn something about the goods we have to sell before we buy to sell them, and I don't think there is anything you can touch which has not a thrilling romance behind it, if we will take the pains and also the joy to study it." He would make his windows living, changing, colourful pictures. Shopkeepers did not realise how deep a thing in life was the hunger for colour. When one began to study what colours attracted buyers one began a delightful study and started to play on colours as upon an orchestra. Don't let them regard windows as warehouses. Obvious things were the most easily forgotten.

COMPETITORS' JOURNAL and EVERYBODY'S WEEKLY

(*Price Twopence*)

CERTIFIED NETT SALES
183,876
COPIES PER WEEK

These figures offer to Advertisers a Most Profitable Opportunity.

RATE
£45
PER PAGE & PRO RATA

"The Competitors' Journal and EVERYBODY'S WEEKLY" is a bright and interesting home Weekly of 32 pages. It gives the reader pages of intimate gossip and topical articles, together with illustrations by well-known artists. The Paper also contains other unique features which necessitates it being preserved for a much longer period than other twopenny weeklies.

UNSOLICITED TESTIMONIAL.

"DEAR SIRS,

"It will be welcome news for you to hear that our advertisement in 'The Competitors' Journal and EVERYBODY'S WEEKLY' exceeded our expectations and beat all other weekly papers.

"Yours truly,
"C. W."

EVERYBODY'S WEEKLY is a Weekly for Everybody!

H. W. MORRIS-PUGH,
Advertisement Manager,
114, FLEET ST., LONDON, E.C.4
'Phone: CITY 7447 (2 lines).

Turning to Press advertising, and speaking as a newspaper director, Mr. Walton said that again and again he had advised people not to advertise, because too much in their business had to be set in order before it was in a fit state to enter the arena of advertisement. Modern advertising in its finest practice was a diagnosis of a business.

On the motion of Mr. W. Chapman, seconded by Mr. Betts, a message of congratulation was sent to the newly-founded Nottingham Publicity Club.

South Africa—Ulster's President at the Cape

A number of distinguished guests were present at the luncheon meeting held at the Opera House Restaurant on Jan. 13.

Mr. R. Allister presided and the chief guest and speaker was Sir Robert Baird. In referring to his versatility and the numerous high offices held by Sir Robert in the Old Country, the Chairman extended the cordial welcome of the Club, and spoke of the honour it did their organisation to have such a distinguished Irishman with them. More particularly did they welcome him as President of the Advertising Club of Ulster.

Proposed by Mr. C. J. Sibbett, the health of the visitor was cordially acknowledged:

In replying, Sir Robert Baird said advertising clubs in the Old Country had only of late sprung into being, for very few existed more than two years ago. For ten years or so, however, an advertising club, affiliated with headquarters in New York, had existed in Belfast. One good thing they had done in the North of Ireland was to start a school for young advertising men and women. A number of pupils had already gained valuable prizes. One successful lad was drafted from the school to a big business firm in the city, where he straightway doubled his salary and incidentally advertised the firm's goods as never before.

Sir Robert's impressions of South Africa were most enthusiastic.

Mr. R. M. Sayers, of the *Belfast Telegraph*, also spoke, as did Sir Thomas Smartt.

Regent—How to Capture a Fruitful Market

Captain Victor Gordon, the High Commissioner for Newfoundland, gave an interesting address on "How Advertising can help to develop the Imperial Market," on Wednesday last week. Mr. Philip Emanuel presided.

Capt. Gordon said each country should so brand its goods that they advertised not only their own name but that of the country of origin. An interesting extract from the first published report of the Imperial Economic Committee now sitting was quoted, to the effect that it was that body's intention that over and above the ordinary advertising on a commercial basis there should be continuous publicity of a national character with a view to spreading and fostering cordial relations and improved trading conditions throughout the Empire. In response to questions Capt. Gordon gave much useful information respecting Newfoundland and the possibilities of trade with it. He also said that Britain was behindhand in her methods of endeavouring to capture the Newfoundland market. America had many representatives of different trades established on the island, while Britain seemed to think that her representatives in Canada were quite near enough. It took as long to get from Montreal to St. Johns (capital of Newfoundland) as from Liverpool to Montreal.

A novel method of raising funds for the National Advertising Benevolent Society was adopted at this meeting. A white line was drawn from the platform to the door and pennies were placed thereon, prizes (the gift of Mr. E. Boreland Green) being handed to the lucky people whose pennies covered certain chosen spots on the floor. In all £1 9s. 6d. was raised for the cause. The Regent is aiming at £50 this year.

Business Research Association—"Actualities of Research"

Mr. L. C. Blennerhasset, manager of the London Research and Information Bureau, spoke on "The Actualities of Market Research" at the meeting of the Business Research Association on Friday.

"The wide orbit of market research," said Mr. Blennerhasset, "concerns itself with one and all of the following aspects of marketing—whether the subject under review be a saleable product or a specialised service:—(1) The handling of a complete survey of the potential market for a new product or service; (2) the investigation by first-hand authoritative interviews among manufacturers, wholesalers, retailers and consumers of the adverse factors which are lowering or tend to lower the sales curve in the case of products or services already launched on the market; (3) the compiling of authentic information relating to the technical development and application to new uses of specific raw materials, products or services; (4) the intimate study of the structure or mechanism of marketing methods in all industries, with special reference to the various

(*Continued on page* 224)

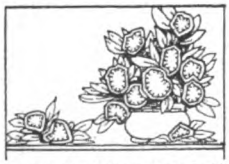
IF YOUR GOODS ARE FOR WOMEN YOUR ADVERTISING IS FOR

WELDON'S "BIG THREE"

There is still time to secure insertion in the April issues (Easter Fashion Nos.) on sale early in March.

Press date — February 9th.

Orders for WELDON'S LADIES' JOURNAL can be accepted up to February 12th.



WELDONS

30-32 SOUTHAMPTON ST. STRAND, LONDON W.C

FAMOUS FASHION JOURNALS.



Y FAMILY IS A MARKET

home. The week-end budget is Mother's great concern. ıe family the bigger the problem. Her mind is busy with rovements — better buying. She likes to give the family es. She must make certain replacements, for things have earing out. There's the perpetual process of cleaning, too.

many cases there is more than one wage-earner in the lemands on her purse are seemingly endless.

Saturday—days when the *World's Pictorial News* is bought -are the days when advertising is most helpful to her.

you any suggestions for her shopping list? bigger the family the longer the shopping list the more helpful her shopping guide—the

VORLD'S PICTORIAL NEWS

THE PAPER THATS PUBLISHED ON PAY-DAY

S HOUSE, TALLIS STREET, LONDON, & WITHY GROVE, MANCHESTER

"OUT OF THE HUBBUB—

———Into the Subbub," runs the old tag. It fails to mention how many journeys are made in the L.N.E.R. Suburban area each year.

There are 146,000,000 of them, and the people who make this enormous number of journeys are all potential users of the product you sell; all very good customers of those whose posters are displayed on selected sites along the routes they take.

Posters on L.N.E.R. sites are not just "put up." They are displayed and maintained by a staff whose only duty is to see that every one is placed where it will be seen and kept in a "seeable" state.

Whether your advertising campaign be national or territorial, L.N.E.R. will help you to reach such proportion as you will of the 380,000,000 passengers who travel its lines on The Drier Side of Britain.

POST YOUR POSTER ON THE L·N·E·R

Apply for rates to Advertising Manager, L.N.E.R., King's Cross Station, N.1. Telephone: North 4200. Telegrams: "Vertishead, Rail, London."

If you want HOUSE-TO-HOUSE Distribution

CONSULT THE SPECIALISTS:

ARTHUR LAMBERT LTD.

LAMBERT HOUSE, LUDGATE HILL, E.C.4.

Phone: Central 3379

We cover the Country

SERVICE from WOOD'S means SATISFACTION to YOU.

SPECIALISTS IN

Facsimile Circulars, Envelope Addressing, Complete Postal Publicity and Advertising, Addresses Supplied.

RATES AND SAMPLES FREE.

10, Union Passage, BIRMINGHAM.

'Phone:—Central 6140.

DISTANT ORDERS RECEIVE PROMPT ATTENTION.

CLUB NOTES—(contd).

channels of distribution; the preparation of statistical digests epitomising the trend of imports and exports and their implications in relation to specific marketing problems; the detailed analysis of vital statistics, both nationally and territorially."

Birmingham—"Direct Appeal or Press Campaign?"

The Birmingham Publicity Club last week held a debate, with Mr. W. Henman in the Chair, on the subject: "That better results are obtainable by the method of direct appeal than by Press or journal advertising." The Opener for the affirmative was Mr. W. E. Butler, of the Basil Butler Company, and the negative was taken by Mr. H. S. Bond, Sales Director of the Tan-Sad Company.

The debate was well sustained, but the general feeling was that it was impossible to lay down any hard and fast rule, because so much depended on the proposition itself.

On a vote being taken the resolution was lost by a small majority.

Dublin—Second Annual Ball a Great Success

The second annual advertising ball and cabaret of the Publicity Club of Ireland was a wonderful triumph for the club and for the committee which organised it.

The ball was held in Clery's Imperial Ballroom, Dublin, on Friday last, and there was an attendance of nearly 600. Records were smashed in all directions. The prize list, amounting to over £200, reached a new high-water mark. The number and variety of the fancy dress advertising costumes also marked a big advance on last year's display.

A unique function was the broadcasting of the president's (Mr. A. Canavan) message, and later the dance music. A special wire was laid down by the Dublin Broadcasting Station.

The cabaret from the Dublin Gaiety Theatre was a great success. So, too, was the mannequin parade provided by Slyne & Co., Ltd., Madame Renée, and J. M. Barnardo & Son, Ltd., of Dublin, and Spreckley, White & Lewis, of London.

Perhaps the most striking feature of the night was the publication of the *Advertising Ball News*. This was the second number, and in every department last Saturday morning's issue was a tremendous advance on its predecessor.

The judging was done by Mrs. Ernest Blythe (wife of the Free State Minister of Finance, who was also present), Mr. Charles Hyland, manager of the Gaiety Theatre, Dublin, and by Mr. T. J. W. Kenny, managing editor of the *Connacht Tribune*, Galway, and president of the Galway Chamber of Commerce.

The great success of the ball was due to excellent organising and splendid team work. In this connection great credit is due to Mr. Brian D. O'Kennedy, the chairman and organiser in chief; to Mr. John Rowland, who acted as hon. secretary and hon. treasurer; to Mr. F. W. Padbury, chairman of the publicity sub-section, and editor in chief of the *Advertising Ball News*; to Mr. C. F. McConnell, who controlled the photographic arrangements; to Mr. P. G. Gillespie for carrying through the mannequin parade; to Mr. J. Maxwell Lemon who acted as O.C. for the cabaret show; to Mr. A. V. MacArthur for his splendid work in gathering in and distributing the samples, and to Mrs. C. J. Murphy and the ladies committee for the decoration of the ballroom.

The "MUTAGRAPH"

is seen by 200,000 people daily or

70,000,000 a YEAR

MANCHESTER Advertisers have immediately recognised the altogether exceptional value of the Mutagraph Advertising Machine. It is an Advertising Campaign in itself.

* * *

"What Manchester thinks to-day, England thinks to-morrow"—Manchester not only thinks, but *knows* this most intriguing of all changing signs is good advertising. It has been in operation only a few weeks, but already carries very many of the leading Manchester Firms. But, unquestionably, its chief value is to the National advertiser who wishes to be well represented in this thriving, hustling, congested hive of industry.

* * *

Day and Night the Mutagraph flashes out its Messages. Each advertisement occupies the entire space of 44 ft. x 15 ft. in 2 ft. snow-white letters on dead black background. It is bright, arresting, and working every day for 14 hours. It takes four-and-a-half minutes to walk or ride by tram through the field of visibility of the Mutagraph.

"It dominates Manchester."

News items supplied by Allied Newspapers., Ltd., will be constantly exhibited on the sign.

* * *

All those who are looking for live, modern and economical advertising in this great centre of Commerce, Industry and Prosperity, are invited to write for terms to Sole Contractors :

WALTON HARVEY, LIMITED, 147, Fleet Street, London, E.C.4

Note the relative visibility of Mutagraph and ordinary signs.





Electros and Stereos

- - - of Quality

Our extensive and varied range of modern type faces affords ample choice for the display of

ATTRACTIVE ADVERTISEMENTS

This Advertisement is set in Nicholas Cochin, which series is included in our service. For many others see our specimen book — free on application.

JOHN SWAIN & SON
LIMITED
Engravers, Electrotypers, Stereotypers, Reproducers in Colour & Rotary Gravure
89-92 SHOE LANE LONDON, E.C.4
'Phone: Central 9333 (5 lines)
'Grams: "Isochromatic, London"

INDIA
AFRICA
AUSTRALASIA
CANADA
FAR EAST
WEST INDIES
as well as
THE
UNITED
KINGDOM

For OVERSEAS ADVERTISING
as well as for HOME PUBLICITY
CONSULT
STEELE'S
ADVERTISING SERVICE, LTD.,
Norfolk House, Norfolk Street, LONDON, W.C.2.

THE THREATENED TAX

What an Industrial Leader thinks of the Proposal

We have much pleasure in publishing the following letter from the Governing Director of Morris Motors, Ltd.—Ed., ADVERTISER'S WEEKLY.

SIR,—If there is anything at all in the rumour that an imposition of 10 per cent. tax on advertising is being contemplated by the Chancellor of the Exchequer, all right minded business men will be strong in their opposition to such a bar against trade expansion. With the trade of the country in its present state, home and particularly overseas markets can only be properly cultivated and fertilised by advertising, and the lower the cost of effective advertising to the manufacturer the greater will be his powers of employment. It would be absurd to put a tax on speech. Yet advertising is the voice of trade.

W. R. MORRIS.

COMMUNITY CAMPAIGNS FOR 1926

Programmes for Barmouth, the Isle of Man and Ulster

With the object of encouraging a big summer Press advertising campaign, Barmouth Advertising Association has been informed that the railway company were willing to contribute £1 for every £1 spent by local associations. The Barmouth Urban Council have adopted a bye-law to levy a penny rate for advertising purposes.

At the annual meeting of the Ramsey, Isle of Man, Advertising Board, the secretary, Mr. G. Kewin, reported that £144 had been spent in newspaper advertising during the past year, and he expressed the opinion that this was the most effective method of bringing the town to the notice of the general public. A more comprehensive newspaper advertising scheme for 1926 was adopted.

A private view of the original painting by Mr. William Conor for the new poster to be used by the Ulster Tourist Development Association was accorded to members of that association and representatives of the Belfast Press last week. There were also present members of the Ulster Advertising Club and others interested. Mr. R. Baillie, president of the Tourist Development Association, presided, and the secretary, Mr. E. Patton, was in attendance.

Mr. R. Baillie, after expressing an appreciation of the artist's work, said he was indebted to Mr. Victor Salter (hon. secretary of the Ulster Advertising Club) for a great many suggestions as to the best methods of modern advertising as applied to beautiful Northern Ireland.

Public Speaking

The first meeting of the new session of the Public Speaking Section took place in the Oak Room, Kingsway Hall, on January 26, with Mr. Robert Thornberry in the Chair. There was a good attendance of both old and new members.

Mr. Alfred Robinson, the instructor, dealt very thoroughly with some of the fundamentals of public speaking. Mr. Thornberry then vacated the Chair, and this was taken for periods by members of the class, in order to give them confidence when facing an audience.

COMMENCING WITH THE APRIL ISSUE

Hutchinson's

MAGAZINE
WILL BE PRINTED THROUGHOUT IN

PHOTOGRAVURE

The cover has been specially commissioned and its sheer beauty will dominate the bookstalls.

Apart from the added attractiveness of the Editorial pages, Advertisers will, by means of the new medium secure an unequalled richness and quality in their announcements at less cost than usual, for whilst the rates remain the same *no blocks will be required* except for colour pages.

The STORIES will continue to be by the most brilliant modern writers, contributions including—Gilbert Frankau, Stacy Aumonier, H. de Vere Stacpoole, William le Queux, Heath Robinson and Edgar Wallace.

APRIL ISSUE CLOSES FOR PRESS 18th FEBRUARY.

Further Particulars from

CHAS. A. HENDERSON - - - - *Advertisement Manager.*
HUTCHINSON & CO., Ltd. - - PATERNOSTER ROW, E.C.1.

WHEN

QUALITY

IS YOUR APPEAL

IT is important that your Printing should be marked by Quality—merely good Printing is not enough—it must have individuality, distinction, style. These things demand of the printer more than the latest types, the most up-to-date machinery, the best production methods, though these are necessary adjuncts. This "well-bred" printing can be made only by enthusiastic craftsmen steeped in the best traditions of their Art, yet alive to the newest movements that afford them additional scope. Our customers say we give an uncommonly good service on this line. Why not ask us to call and show you? Telephone New Cross 302

COOPER & BUDD LTD

The Printers

Mc DERMOTT ROAD

PECKHAM S·E

Phone. New Cross

302

SEVEN Years' Publicity Experience

with the leading firm of telephone and radio manufacturers.

Advertiser, desirous of change, seeks responsible post. Has handled large foreign advertising campaign. Has good all-round experience, including LAYOUTS, CATALOGUE WORK, COPY-WRITING, SALES' LETTERS, etc.

Write to—Box 40, "The Advertiser's Weekly," 66, Shoe Lane, E.C.4.

The POSITION of a

DIRECTOR

is open in an

Advertising Agency

to a superior man with rounded experience, able to introduce and develop accounts.

¶ The opening is attractive to a man who is looking for a partnership.

Replies must state advertising experience, references and financial arrangement desired.

Applications will be treated in strictest confidence.

BOX 27, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

CURRENT ADVERTISING

C. Vernon & Sons, Ltd., have new business in hand for the Oatine Co., and been giving out for Dobbie's Seeds.

A. J. Wilson & Co., Ltd., are handling advertising for Wood Milne Rubbers.

G. Street & Co., Ltd. (Serle Street), are again booking space for Ronuk.

Arthur Knight Co., Ltd., have commenced placing for Dr. Guild's Asthma Compound.

R. Anderson & Co. have been giving out for a new Heppell line named Medicon.

Milton Agency, Ltd., are handling new schemes for Hurculaces and Sphere Suspenders.

Smith's Agency, Ltd., have a substantial appropriation on hand for Ryder's Seeds.

Ogden & Spencer, Ltd., have a new scheme in preparation for Thorne's Toffee.

Curtis Agency, Ltd., are extending advertising for Royal Worcester Corsets.

Crossley & Co., Ltd., have been putting out additional business for Scott's Emulsion.

Steele's Agency, Ltd., are handling displays for Peek Frean's Biscuits.

C. Mitchell & Co., Ltd., have renewed advertising for Plasmon Oats, and been placing for Gillette Safety Razor Blades.

J. M. Walker & Co., Ltd., have been booking large space in principal dailies for L.M.S. Railway display advertising.

C. D. Clayton & Co., Ltd., are handling the new scheme for Fiat Motors.

Samson Clark & Co., Ltd., have increased advertising for Associated Rubber Manufacturers, Ltd.

T. B. Browne, Ltd., have in hand the new season's appropriation for Green's Lawn Mowers.

Harvey Bros. have been placing in the dailies for Jay's Furniture and Downing's Kwik-Way Service Tray.

H. Squire & Co. are handling increased business for Branson's Coffee.

C. W. Hobson has display advertising in hand for Buoyant Chairs.

E. W. Barney, Ltd., has been booking for Dunkley Prams.

Charles Barker & Sons, Ltd., are again placing for Dr. De Jongh's Cod Liver Oil.

Walter Judd, Ltd., are now handling business for Basildon Bond Notepaper.

Pool's Advertising Service have a Press campaign in hand for the Kursaal and Gardens, Southend-on-Sea, also for the Brent Bridge and Haymarket Hotels for London and provincial papers. This agency (in association with Palmer's Advertising Service) is transacting the "Welsbach" Light and National Ladder Company's campaigns, and is extending for Clay's Chemical Manure in provincial papers.

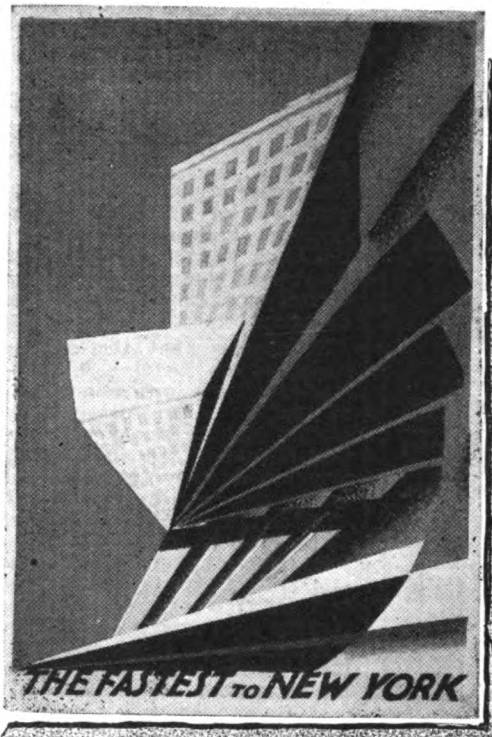
Lawson E. Trout Agency have in hand an appropriation for the Waverly Warehouses.

H. Cecil Taylor, Ltd., are again placing large contracts for space for General Motors, Ltd.

Stirling Advertising Service, Leeds, are placing business for Rowland Winn motor service in national trade papers and will shortly extend to the general Press.

Kennington Advertising Service, Ltd., have been placing for the Paris Fair, 1926 (Foire de Paris), also extending for Hooper & Co. (Coachbuilders) Ltd., and Duminy Champagne.

Heritage Peters Advertising Service, Ltd., Coventry, are placing large space orders for Alvis and Rover Cars, and commencing new season's programmes for Bluemel Accessories, Brico Piston Rings, Cluley Cars, Coventry Climax Engines and Easting Windscreens.



SOMETIMES THE MODERN

TOUCH IS NEEDED

CARLTON co-operation pays. Let us know your needs and submit estimates in advance; our prices, ranging from one guinea upwards, always include the maximum of value

FOR THE BEST OF WHAT IS USUALLY TERMED "MODERN ART" YOU WOULD GO TO CARLTON—JUST AS YOU WOULD FOR THE BEST OF ANY OTHER CLASS OF ART WORK

CARLTON STUDIO Ltd

Carlton House

GREAT QUEEN ST. KINGSWAY

National Advertising Benevolent Society

EIGHTH ANNUAL FESTIVAL

Friday, March 12th, 1926, at Connaught Rooms.

SIR WILLIAM E. BERRY, BART.,
in the chair.

Supported by the Rt. Hon. Lord Dewar, Rt. Hon. Lord Riddell, Rt. Hon. J. H. Thomas, M.P., Sir Chas. W. Starmer, Sir Woodman Burbidge, Sir Sidney M. Skinner, Col. E. F. Lawson and others.

The Society's Work in 1925

108 Adults and 91 Children have been assisted during the year.

86 applications investigated and all but four helped.

Pensions, Grants, Education, &c. - £4,577

16 Pensioners — Annual cost - - £728

15 Orphans educated in Schools, and School Fees paid for 4 others living at home with parent.

Benevolent Expenditure since foundation of Society in 1913 - £26,782

Subscriptions should be sent to any of the Club Stewards or the Hon. Treasurer, **61, Fleet St., E.C.4.**

Festival Tickets, 12/6 each
from the Hon. Secretary, 61, Fleet Street, E.C.4.

Ladies Specially Invited.
Tables for 8, 10 or 12 can be reserved.

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

WINDING-UP PROCEEDINGS

Under a winding-up order made in October last against **Collett's Publicity Service, Ltd.**, advertising agents, Evelyn House, 62, Oxford Street, W., a statement of affairs has been issued showing as regards creditors, ranking liabilities, £2,336, and net assets £608. As regards contributories, the paid up capital was £2,050, and there is an estimated total deficiency of £3,778.

It appears that the company was registered on October 9, 1924, as a "private" one with a nominal capital of £5,000. John Alsager Collett and Harold Neville Munro were appointed first directors. On January 12, 1925, Raymond Smith was appointed a director, but he never acted. Collett and Munro acted as joint managing directors. Munro states that he resigned his position as joint managing director and secretary on April 20, 1925, as he was dissatisfied with Collett's conduct. He remained a director until August 7, 1925, on which date he resigned. Collett became seriously ill in August, 1925, and died on October 25, 1925.

By an agreement dated December 3, 1924, the company acquired from Raymond Smith, trading as the Kingsway Publicity Service, the goodwill and interest of his business as an advertising consultant.

No balance sheets or accounts were prepared by the company, but it appears from an account filed with the statement of affairs that the business was carried on at a loss. It is stated that Collett undertook to procure sufficient capital for the purpose of the company's business from friends and relatives, but apparently he was unable to obtain the necessary capital with the result that the business suffered from lack of capital from the commencement.

Munro attributes the company's failure primarily to the mismanagement on the part of Collett in failing to attend to the business. He also states that it is partly due to insufficient capital, and to the fact that the goodwill and connection of the Kingsway Publicity Service acquired by the company proved to be worthless.

On February 2, at the offices of the Board of Trade, Carey Street, W.C., the statutory meeting of shareholders was held in the compulsory winding up of The Financial Mail, Limited, one of the Mandeville group of companies.

Only three shareholders were present. Mr. E. T. A. Phillip (Official Receiver), in addressing them, said that the Winding Up Order was made in June, 1923, and no statement of affairs had yet been submitted.

The company was incorporated in April, 1919, and promoted by Alexis Moreton Mandeville to acquire the *Financial Mail*. This publication was the principal organ of publicity for the large group of companies eventually formed by the Mandevilles.

Replying to a shareholder the Official Receiver said the dividend to the creditors would only be a fraction of a penny in the £, and the shareholders would get nothing.

The liquidation was left in the hands of the Official Receiver.

Two leading Northern Services join hands

A DECIDED step forward in Northern Advertising practice has taken place in the friendly amalgamation of Tullys, Ltd., of Newcastle-on-Tyne, with the J. B. Crabbe Advertising Service of South Shields.

The new business came into being on February 1st, under the name of Tully-Crabbe, Ltd., with Mr. J. B. Crabbe as Managing Director, and with headquarters at 11, Brunswick Place, Newcastle-on-Tyne.

The sound and efficient work done by the two Organisations in the past is some indication of the equally-efficient Advertising that is promised now and in the future.

Existing clients of the two concerns are assured of the same close contact and skilled attention as hitherto, while the Advertising of new clients will be handled in just as careful and efficient a manner.

Tully-Crabbe, Ltd.
Advertising
11, BRUNSWICK PLACE NEWCASTLE-ON-TYNE
and at 8, King Street, South Shields.



To National Advertisers

Six years' training with England's biggest National Advertisers has equipped me for a bigger job. I want it. I can do it. Write Box 36, "Advertiser's Weekly," 66, Shoe Lane, London, E.C.4.

Wireless Manufacturer

who wishes to exhibit at the IDEAL HOMES EXHIBITION would like to hear of Exhibitor who has Stand space available—view sharing expenses.

Box 41, "The Advertiser's Weekly," 66, Shoe Lane, E.C.4

VOLUNTARY LIQUIDATIONS

(NOTE.—*Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.*)

Hanson Advertisements, Ltd. (in voluntary liquidation).—Claims by March 1 to A. C. Hanson, liquidator, Croftbank Works, Cross Street, Oldham.

W. V. Bowater & Sons, Ltd. (in voluntary liquidation for purpose of amalgamation).—Meeting of creditors of this company at office of Messrs. Blackburns, Barton, Mayhew & Co., C.A., Alderman's House, Bishopsgate, E.C.2, on February 5 at noon. The business to be transacted is purely formal as all creditors have been, or will be, paid in full.

The Ilford Co-operative Labour Press, Ltd.—General meeting of members at 4, Broad Street Place, E.C.2, on March 1 at 10.30 a.m., to hear liquidator's report. (Liquidator: W. L. Gladwell.)

BANKRUPTCY PETITION

Bankruptcy petition has been presented against **B. J. Dellagana**, of Carlisle House, 8, Southampton Row, W.C., by Noakes Brothers (a firm), 19, St. Bride Street, E.C. Hearing February 16 at 11 a.m.

NEW COMPANIES

Blackwood and District Billposting Co., Ltd. (211,292).—Private company. Registered January 25. Capital £500 in £1 shares. Objects: To acquire the business of billposters now carried on by A. H. Powell, D. L. Jones and W. T. Davies at Pontllanfraith, Mon., as "The Blackwood and District Billposting Co."

London Excursions Advertising Co., Ltd. (211,398).—Private company. Registered January 29. Capital £300 in £1 shares. To acquire the copyright and goodwill and carry on the business of an advertising agency, including the publication known as the "London Popular Excursions A.B.C." The first directors are W. C. Metcalfe, G. T. Wray. Registered office:—245, St. John Street, E.C.1.

Garstang and Lunesdale Districts Billposting Co., Ltd. (211,365).—Private company. Registered January 28. Capital £1,500 in £1 shares. Objects:—To carry on the business of billposters and general advertising contractors, etc. The directors are:—F.B. Bell, A. McRaith. Solicitors: E. G. Clark and Hallam, 69, Church Street, Lancaster.

Tully-Crabbe, Ltd. (211,359).—Private company. Registered January 27. Capital £10,000 in £1 shares. Objects:—To carry on the business of advertising consultants, contractors and agents, printers, engravers, publishers, book and print sellers, bookbinders and art journalists, etc. The permanent directors are:—J. B. Crabbe, B. Gill, E. H. Newcombe, and one other to be appointed by them. Solicitors:—Blacket Gill, 40, Chancery Lane, W.C., and Newcastle-on-Tyne.

Walter Skinner, Ltd. (211,318).—Registered as a private company on January 25, with a nominal capital of £2,000 in £1 shares. Objects:—To carry on the business of general publicity specialists and advisers, billposters, advertising and Press agents and contractors, proprietors and publishers of journals, etc. The directors are:—W. E. Skinner, E. H. Johnson, Mary C. Skinner, Nellie M. Skinner. Solicitors:—Gush, Phillips, Walters and Williams, 5, Throgmorton Avenue, E.C.2.

Persistent Advertising

in

The FORD TIMES

and

The FORD DEALER

Pays and Pays well!

The Evidence—

1 "WE have pursued a course of continuous advertising in the FORD TIMES and FORD DEALER; and are highly satisfied with the results of both journals, as we have been able to trace many enquiries to one or another of your journals. Firstly by direct reference, secondly because enquiries come from territory which we are not at the present time working, and, thirdly, we have received orders within a week of publication for goods advertised for the first time in your papers and not previously mentioned elsewhere."

OLSON EXTENSIONS (ENGLAND) LTD.

2 "WE think you will be interested to know that we recently received many enquiries from the Continent as a result of our advertisements in the FORD TIMES, including one from Switzerland and Berlin.

"That the FORD TIMES reaches Ford and Fordson Owners with a minimum of waste circulation is without question, and we have not found it necessary to advertise in any other paper."

ALFRED DUGDALE LTD.

3 "WE feel that it is due to you that we should inform you that we are very pleased indeed with the results and enquiries which we have received from the FORD TIMES and FORD DEALER.

"The enquiries have come from many parts of the World, and we must say that we are frankly astonished that your papers should circulate so widely."

THE DEVILBISS COMPANY, LIMITED.

4 "WE have pleasure in informing you of the great satisfaction we have had from your Journal as an Advertising Salesman, and we wish same the best success.

"We have just now finished orders for about 1,000 of our S.S. Mileage Recorders for the 'General Post Office' for their Ford Mail Delivery Vans, and can say that several other large orders have come in to us through the medium of your excellent Journal."

SPEEDOMETER SUPPLY CO. LTD.

The Judgment—

If your goods are for Ford Owners, the keenest section of the buying public, book a series of Advertisements in the FORD TIMES and FORD DEALER. It will pay you as it has paid others.

Advertisement Manager:—A. D. MACDONALD.

REDOUBT LTD.

Thanet House,
231 - 2, Strand,
LONDON, W.C.2.

Telephone: City 6467/8 (2 lines). *Telegrams: "Forditoral, Estrand."*



SIDNEY·A
POTTS
LTD.

ARTISTS
TO
THE UNITED
YEAST CO.LTD
& 20
NATIONAL
ADVERTISERS



May one of our experts see you to discuss the illustrations and copy for your coming Schemes



?

SIDNEY. A. POTTS
LTD
1 PEMBERTON ROW,
FLEET ST., E.C.2.
PHONE CENTRAL 2460

MADE TO MEASURE—continued from page 207

'You're a very lucky chap, got a master who knows a thing or two, eh? Uses up-to-date machinery, and treats it well, also uses jolly good flour—that's me—and knows what to add to enable me to become the best bread . . . .'"

And: "The delivery van that was proud. Not that it was stuck up, but just kind of proud of its round of duty, and also because of its greater efficiency and capacity compared to the old handcart the baker used . . . ."

The main organ for educating the baker, however, is the house magazine,



Mr. C. M. C. Symes

the *U.Y.C. Outlook*. This has over 20,000 readers, being sent to all the firm's customers throughout the country. "Better business" articles are a special feature of the *Outlook*, many of them being written by Mr. Charles M. C. Symes, the Advertising Manager, who has an intimate knowledge of the trade and its peculiar problems. "A selling policy for bakers" and "Simplification in the baking industry" have been the subjects of recent series of articles

Usefulness is the keynote of this house organ, which is published monthly. Practical recipes are contributed to every issue by a gold-medallist, and there is practical service to all bakers in the contents of every number.

The *U.Y.C. Outlook* has succeeded by this policy in establishing itself as an educational trade magazine. Its influence may be gauged from the success of its "special offer" columns. Every month two special offers are made in the magazine. They are drawn from some of the company's huge range of lines—for they sell to-day not only yeast but bakers' sundries and machinery of all kinds.

The results of the special offers are, almost without exception, exceedingly good. In many cases only a limited number of articles are offered, and these are often cleared in a week or ten days. The offers are conceived with the idea of lasting out the month, but the responses recently have made this virtually impossible.

Thus, while the central idea of the trade paper advertising is frequently changed for the sake of freshness, the house organ forms a constant direct link between the company and its customers.

4926

inches of Motor Advertisements appeared in the **"Alnwick & County Gazette & Guardian"** during the year 1925 or in other figures 224 columns.

YOU as a National Advertiser cannot afford to neglect this valuable County Paper—the only one printed and published in the prosperous County Town of Alnwick, Northumberland.

For specimen copies and rates write,—

MR. T. W. GRAHAM,

Advertisement Manager,

"ALNWICK & COUNTY GAZETTE & GUARDIAN."

OR

MR. H. SMALE,
185, Fleet Street,
LONDON, E.C.4.

A £1,000 a YEAR ADVERTISING MAN OF THE *FUTURE* WANTS TO CONNECT WITH *ANOTHER* AGENCY *NOW* AT £350.

BOX 26,
ADVERTISER'S WEEKLY,
66, SHOE LANE, E.C.4.



23 years old. A live wire, at present contact man with small agency he helped to build. Five years in advertising, is a keen worker and knows agency routine from A to Z. He can introduce a scheme immediately which will result upon development into

£1,100 worth of BUSINESS — *net profit* — per annum. He has produced similar schemes before successfully. If *you* seek personality, vision, talent, experience, tact, courage, loyalty and dynamic energy . . . . . in any case it will only cost you his rail expenses to see him. Will you?

OLDHAM CHRONICLE
EVENING and WEEKLY
The Dominant Papers of Oldham and District

RESULTS FROM SALES LETTERS—continued from p. 208.

pects in a given line, whereas the post could do the same thing inside 24 hours.

While the travellers are roping in new customers the overhead costs of the factory and office are mounting up—slowly and almost invisibly, but nevertheless they are there in a very material way. While the post does its quick work, overhead has no chance to mount up.

In view of this, if a traveller could obtain new customers for a manufacturer at a cost of 30s. each, and a flood of letters could also secure new customers at a cost of 30s. each, then the balance of advantage would undoubtedly be in favour of the postal method.

That terrible question quoted at the head of this article does not tell us whether the man who asks the question has percentage of *orders* or percentage of *inquiries* in his mind.

It is obviously a far simpler matter to obtain a high percentage of inquiries. Plenty of inquiry-bringing letters produce 10 per cent. or over; many, to the writer's knowledge, pull 20 per cent. or over. Instances have been reported of 50 per cent. and over. Nothing like this is to be expected in the way of orders from cold prospects. 5 per cent. is likely to be a high mark. 2½ per cent. might be a very fair and profitable target. 1 per cent. might pay particular firms quite well.

Summing up, it all boils down to the counter-question: "How much would you pay to put a new customer on your books?"

FESTIVAL STEWARDS

At the N.A.B.S. Festival at the Connaught Rooms on March 12, the principal speakers will be Sir William E. Berry, Lord Dewar, and Mr. J. H. Thomas, M.P. Among those who have promised to attend are Lord Riddell, Sir Woodman Burbidge, Sir Harold Bowden, Sir Sydney Skinner, Lt.-Col. E. F. Lawson, Sir Frank Newnes, Sir Charles Starmer and Sir H. E. Morgan.

The following Clubs and Associations are supporting the Festival and have appointed Stewards:—

A.B.A.A. (Mr. F. E. Potter), Aldwych Club (Mr. Wareham Smith), Fleet Street Club (Mr. E. W. Folkes), Press Advertisement Managers' Association (Mr. H. J. Lees), Publicity Club of Ireland (Mr. T. A. Grehan and Mr. A. Canavan), Publicity Club of London (Mr. S. P. O'Connor), Regent Advertising Club (Mr. G. C. A. Mann), Thirty Club (Mr. U. B. Walmsley), Women's Advertising Club (Mrs. A. M. Mortimer).

The following gentlemen are acting as Festival Stewards in their respective districts:—

Birmingham District (Mr. J. A. Stead); Glasgow District (Mr. R. Prentice and Mr. W. Meiklejohn); Leeds District (Mr. E. Metcalfe); Manchester Branch (Mr. R. Bailey and Mr. E. Schofield); Newcastle-on-Tyne District (Mr. W. G. Tully); Northampton District (Mr. J. R. Barker); Sheffield District (Mr. J. Kemp).



Photograph by Elwin Neame

NOTE
diamond holes that make screen finding easy

For ALL who Order Blocks

Bourne's Screen Finder is far more than an ordinary screen chart. It provides the quickest and surest method of definitely fixing the size of any given half-tone screen.

Just a printed disc 7 inches in diameter, handsomely produced on card. It is an invaluable device for all who order blocks.

It is absolutely original in conception and simple in operation. You can have one free on request.

Write now! You will be under no obligation.

Send a Postcard To-day

Remember—the secret of the excellence of Bourne's Blocks lies in their depth—Bourne Blocks are Deeper Blocks. Every one, half tone or zinco, is crisp, sharp, full of detail. Its dots or lines stand out clear and deep. It prints well, wears well, duplicates well.

A. BOURNE & CO., LTD
Process Engravers since 1886
73 Ludgate Hill, LONDON, E.C.4
Telephone . . . . . Central 3403

BOURNE'S DEEPER BLOCKS

Telegrams: Tracts, Fleet, London.
Telephone: Central 8428-8429.

Use the
WOMAN'S MAGAZINE
and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

ENTHUSIASTS ALL!

The

'Kodak' Magazine

Price 2d. Monthly.

The 'Kodak' Magazine is read and re-read each month by the members of 90,000 good-class households.

If your appeal is directed to the better class households you should carefully consider the 'Kodak' Magazine as an advertising medium.

Its readers are enthusiastic, all-the-year-round photographers who can afford to take their hobby seriously, and they are remarkably responsive to appeals in its pages.

The Magazine is delightfully produced and, because everybody loves pictures, its pages are studied by every member of the household.

The guaranteed circulation is 90,000 monthly.
The figures for January, 1926, were 95,000.

The following well-known advertisers have already arranged to come in :—

The Pepsodent Co.	Marconi Co., Ltd.
Burndept, Limited.	Sun Life of Canada.
Mabie, Todd & Co., Ltd.	S. Mordan & Co., Ltd.
Waverley Book Co.	Educational Book Co.
Trust Houses, Ltd.	Interl. Corr. Schools, etc.

Easter Double Number

The April Number, the next to go to press, will be a special Easter Double Number. Early booking is essential to secure the best positions.

A specimen copy and rate card will be sent on application to:—

THE 'KODAK' MAGAZINE OFFICES

51, Carey Street and 7, New Square, W.C.2

W. POWELL DAVIES,
Sole Concessionnaire.

We Hear—

THAT the somewhat generous reports issued by the big banking institutions in town and country came as a boon and a blessing to those newspapers fortunate enough to receive them, and—

* * *

THAT their appearance helped to tide over a never too easy fifth week-end in the month, more than usually difficult when that month is the first of the year.

* * *

THAT there is likely to be a lull in this kind of advertising until the "Pru" and other insurance companies' reports are due some weeks hence.

* * *

THAT seldom has a business dinner on the grand scale given cause for so much comment and expression of variable opinion as that of last week to launch the new Advertising Association.

* * *

THAT Mr. E. R. Roberts, who took up his duties on Monday last as advertisement manager of the *Evening Standard*, has been succeeded on *London Opinion* by Mr. Mander, who has been representing the publications of Messrs. George Newnes, Ltd., in the provinces.

* * *

THAT following the example of the leading brewery firms who are figuring as national advertisers, a large number of country brewers are now placing bold advertisements in the local newspapers covering the radius of their operations.

* * *

THAT it has been suggested that the magnificent new building in Fleet Street which Messrs. Benn Bros., Ltd., have erected would be a fine place to house the many societies—charitable and otherwise—associated with the newspaper, printing and publishing trades, and that considerable gain might result if these organisations found office accommodation under one roof, so to speak.

* * *

THAT Mr. W. Foster, who directs the publicity of Blackpool in advertising, is going all out at this season in celebration of the popular resorts' municipal jubilee—and the Advertising Convention.

* * *

THAT the publishers of the Encyclopædia Britannica have embarked on a new scheme, with distinct possibilities as a big advertising line, with the issue of the "New Historians' History of the World."

* * *

THAT Sauchiehall Street, Glasgow, traders have formed a Sauchiehall Street Shopping Centre Association, and—

* * *

THAT a collective advertising scheme, arranged by Mr. Donald Howat, is to be conducted.

* * *

THAT No. 13 is unlucky for those who do not go to the Regent Advertising Club Lucky Gala Dance on Saturday, February 13.

At the Hub of Industrial Wealth

Daily Dispatch

EVENING CHRONICLE

We Hear—

THAT among the distinguished guests at the Press Advertisement Managers' dinner last Friday night was Mr. J. H. Clynes, M.P., who sat in a quiet corner of the dining-room in the company of Mr. Sydney Walton and seemed thoroughly to enjoy himself.

* * *

THAT the last big social event in the advertising man's (and woman's) year—apart from the National Advertising Society's festival next month—will be the fancy dress dinner-dance the Fleet Street Club will run on Friday, February 26.

* * *

THAT the *Daily Mail* Ideal Home Exhibition at Olympia next month is going to lead to the making of much good advertisement, and that publications which in the past have reaped benefit therefrom are making preparations to secure their share of what will be going.

* * *

THAT Messrs. Cassell & Co., Ltd., are entering the field so well covered by Messrs. Odhams with the *Ideal Home*, and Messrs. Newnes with *Homes and Gardens*, and will shortly publish a new monthly magazine to appeal to the ever-growing public who delight in the making of both homes and gardens.

* * *

THAT one of the independent firms in the tobacco trade will shortly place on sale a new cigarette of the popular price kind, and that the scheme will be backed by all that goes to make another big seller, including, needless to say, a substantial advertising appropriation, and—

* * *

THAT as the scheme is already in the hands of an important firm in the agency business, all that remains for others to do is to wait and see how the proposition is presented to the trade—and the smoker.

* * *

THAT Mr. Tom Curr, the clever cartoonist of the Edinburgh *Evening News*, has been appearing before Scottish literary societies and lecturing on "Drawing for Advertisement for the Press," in which he claimed that "it was a mistake for the advertiser or his agent to lay down the law as regards his requirements to the sketcher."

* * *

THAT Messrs. John Knight, Ltd., the advertisers of Knight's Castile and Hustler Soaps, who are associated with Messrs. Lever Bros., Ltd., show increased net profits in their latest report at £156,507, compared with £144,464 for the previous year.

* * *

THAT the opening of another "super" cinema in the West End of London, which has commenced its publicity with posters with the request "Start Saying Plaza," is going to lead to an extension of Press and poster advertising by places of entertainment of that kind.

* * *

THAT a star will be seen and heard at the Aldwych Club on Tuesday next when the distinguished actor, Mr. Bransby Williams, is going to talk on Dickens, for whom he may well claim to have been Press and publicity agent for the last two generations.

* * *

THAT the slogan "Paint More" will again be heard in the land this spring, as the makers of paints and varnishes are renewing their wise injunction in time to catch up with the spring cleaning season.

TO THE SPACE BUYER

For careful consideration



"HAIRDRESSING Illustrated" is a well-established periodical dealing authoritatively with the art of Hairdressing and the subject of Beauty Culture—subjects that command the interest of every fashionable woman.

ITS numerous Illustrations and articles brought "up to the minute" by expert writers are eagerly anticipated every quarter by a distinctly high-class clientele.

YOUR CAMPAIGN SHOULD CERTAINLY INCLUDE—

HAIRDRESSING ILLUSTRATED

& Beauty Fashions Review

Phone .... CENTRAL 562

6d.—36 pages. Rates and Specimen Copy gladly sent, on request to:—

S. THROWER, 20, Imperial Bldgs., Ludgate Circus, E.C.

Typesetting

We specialise in setting advertisements, and the Type Book we recently issued has received unstinted praise from leading Advertising Agents. The book contains a very wide selection of types most suitable for setting advertisements, and includes the full range of "Cooper" the latest face being called "Hilite" and aptly described as the super-sales type.

Your advertisements will speak out boldly and drive home their messages if you use the very beautiful types we show in our book, a copy of which we shall be pleased to send to any advertising house genuinely interested in typesetting.

C. & E. Layton

TYPESETTERS & STEREOTYPERS FOR ADVERTISING AGENTS

56, Farringdon Street, E.C.4.

Telephone - - Central 3948

Set in Cooper and Cooper Hilite

MAKE 1926 A POSTER YEAR!

EAST and West, North and South, the Poster is the powerful advertising medium which links up all parts of the country. Every day, everywhere, the poster is an accurate and economical method of delivering your message to the widest possible audience.

Make 1926 a Poster Year and utilise the services of the firm of Walter Hill & Company, whose 50 years of experience in this class of work enable them to offer advertisers a service unequalled for scope and efficiency.

LONDON, W.C. WALTER HILL & Co LIMITED

THE LARGEST
BILLPOSTING ORGANISATION
IN THE BRITISH EMPIRE

67 & 69, SOUTHAMPTON ROW, LONDON, W.C.1.

Phone: Museum 2443 (3 lines). *Telegrams: "Tuxedo, Westcent, London."*

We Hear—

THAT Mr. F. T. Harris has been elected President of the Master Sign Makers' Association, and—

* * *

THAT at the forthcoming banquet of the Association, in an attempt to further the movement to purchase Empire goods, it has been insisted that Empire wines should be available to those who prefer them.

* * *

THAT according to statistics of traffic, Dublin is the most "cyclist" city in the world.

* * *

THAT the Dublin Corporation electricity service is about to be advertised on a fairly extensive scale, and that Irish advertising men are keenly interested in the methods proposed to be adopted.

* * *

THAT the Lace and Embroidery Employers Association is circularising its members to get into touch with the British Model House, owing to a complaint that there had been difficulty in obtaining lace for the all-British models.

* * *

THAT Mr. Walter Payne told the shareholders in the London Pavilion, Ltd., that London ought to be advertised throughout the world as an attractive summer resort.

* * *

THAT Burndept have produced a topical poster in connection with the broadcasting on a Great Western train by means of an Ethodyne.

* * *

THAT at the Women's Advertising Club of London's monthly dinner at the Trocadero on February 11 the speaker will be Miss Gordon Holmes, Managing Director of National Securities Corporation, Ltd., who will take as her subject "Finance and Publicity."

* * *

THAT Rothman's are producing a delightful little house magazine with the neat title *Rothman's Cigarette Paper.*

* * *

THAT Mr. A. Chapman, of the L. A. & A. Chapman Advertising Service, Halifax, is now in America combining business with pleasure, and hopes to return in April.

* * *

THAT Mr. C. W. Lillie, President of the Leeds Chamber of Trades, told the members of the U. & T. Club that they should spend their money on Press advertising and keep it there if they wanted to be successful.

* * *

THAT Mr. J. H. Portway has been elected President of the Leeds Chamber of Commerce, and Mr. T. F. Braime (who spoke at the Manufacturers' Session at the Harrogate Convention) a vice-president.

D. CHARLES,
Photography 50 Webbs Rd., S.W.11.
that saves retouching costs. One article or a complete catalogue. Modest charges. Promises kept.
Latchmere 4980

"Many Thanks—Very Pleased!"
After paying the account a Cheltenham client writes in the above strain.
NOW LET US SHOW *YOU*
how persuasively we can make your goods or service appeal.
Lay-out and Copy on approval on request.
NAPIERS, *Printers,* Neville St., **CARDIFF.**

Put Ideas in your campaign
It sells in the home

The Poster & Outdoor Advertising

A Monthly Supplement Devoted to the Interests of Users & Producers of Outdoor Publicity.

No. 48 FEBRUARY, 1926

Ugliness as a Factor in Poster Art

By Jacques d'Evril

POSTERS are almost invariably ranked second only to the Press whenever a list is drawn up of the chief means at the disposal of the advertiser. The efficiency of the poster is to be gauged, like that of any other medium, by one standard, and one only—sales.

I am rather doubtful whether British poster artists, as a rule, are not too anxious to execute well-balanced, nicely finished, artistically coloured posters. These would be ideal if they had for sole aim to brighten up unsightly walls, but that is not the case. Posters must obtain the desired reaction in the mind of the prospect.

When last in Paris, I discussed the question of poster publicity with Mr. Capiello, the initiator of flat colour masses, and Mr. Vercasson, the manager for Jean d'Ylen, who is of the same school.

"One of the chief objects of advertising—and this applies to posters as well as to the humblest of handbills," said Mr. Capiello, "is to get the maximum mnemonic effect at the minimum cost. The poster, whatever its colour, drawing, appearance, which can get its message home with a showing of ten, is twice as good, from an advertising point of view, as the poster of superior artistic quality, which needs twenty showings to be remembered."

"Two hours after the first twenty Cinzano posters which I did (the red horse with a man holding a bottle) appeared on the Paris hoardings, it was noticed and discussed, while magnificent lithos alongside passed unnoticed."

As for efficiency, I was shown actual figures as to the results of another poster of the same school, this time by Jean d'Ylen. The Spa Monopole poster (a clown holding down a fizzy sparkling water bottle) was the only form of publicity used by the proprietors of the Spa Monopole. A net profit of slightly over 300,000 francs in 1921 rose to 858,000 francs in the year 1922, to 1,068,000 francs in 1923, and to 2,500,000 francs in the 1924 statement.

The 1924 appropriation was only for 300,000 francs or a little over 10 per cent. of the net profit.

I realise that I am on ground that wants proofs, and I shall therefore mention a third case of a successful unartistic poster.

This is the Thermogene poster by Capiello (a little imp pressing two huge lungs while spitting fire). It had been used by the Thermogene people for quite a long while, but the figure was not embodied in the label, which remained on the orthodox medical products line.



During the war a number of imitations came along, some marketing their product under new names, some simply putting another "thermogene" on the market—as the name in question cannot be legally protected.

This competition was a serious matter. At the suggestion of Mr. Vercasson, the makers embodied the imp, made famous by the posters, on their wrappers, and the Press advertising directed the prospect's attention to the fact that "the familiar imp spitting fire" appeared on the back of the box containing the real product.

It was not long before the market was recaptured. The poster—and its extended use, connecting it with the package—once again won the day.

Now, neither the Cinzano, the Spa Monopole, nor the Thermogene posters can, even with a stretch of imagination, be termed artistic. They have proved, however, first-class advertising matter. But it is not only in the conception of design and colour that more advertising and less artistic thought should be given.

Are we not asking too much of the prospect, taking it for granted that the carefully prepared cycle is followed with the same attention as on the board of directors before which the advertising manager has laid his next year's campaign?

The mission of the poster is, with very few exceptions, a reminder, nothing more. By changing the poster the cumulative subconscious effect is reduced to a minimum. Would the Kodak Girl be as effective if she changed her clothes as often as her living sisters, or Johnny Walker kept abreast of the male fashions?

For the poster the position is the



A famous poster in which force and vigour in line and colour predominate

same and an advertiser using first a green, then a red, later a yellow clad central figure, even though the personage may be the same, is in each case destroying previous mental pictures to replace them by an unfamiliar one which in turn gives place to another.

Confusion, the destroyer of advertising results, inevitably arises.

Could this Cinzano horse, Spa Monopole Clown, Thermogene Imp, be today the powerful memory joggers that they are unless colour and form had continually been adhered to ?

Far from me the wish to say one word which would bring down the artistic value of the poster ; but if my surmise is right and if, indeed, the poster as understood in the States and over here, is lower in economic value than those I have just referred to, and to those of a similar school, let the latter take their place by all means.

Trade needs "speeding-up" and posters as part of the advertising machinery should be thoroughly overhauled——

Unless I am totally wrong.



A Jean d'Ylen poster which trebled profits in three years

The Month on the Hoardings

Frank Review and Candid Criticism of Current Posters on the Hoardings, 'Buses and Vans

By John G. Gray

OLD steamship bills often bore a small line block of a steamer, seen in profile and with a great plume of smoke issuing from its funnel. The shipowner was proud to display a representation of his fine vessel, and rightly assumed that the sea-going public would be interested in it, too.

This type of advertising has been supplemented, but it has by no means been supplanted, and to this day a very large proportion of steamship posters are illustrations, more or less photographic, of ocean liners. As this type of poster will no doubt continue to be used, it may be considered whether its possibilities are being fully realised.

Frankly, I do not think that they are in the White Star bills I have now before me. With one or two exceptions which are rather better, these posters are just the sort of thing we have seen in travel agents' windows for generations—so long, in fact, that we cease to see them except to identify them, as we do the lamp-posts in the street. These characterless pictures of steamers, all alike as peas, save for the colour of their smoke stacks, have no longer the power to touch our imaginations. Something bolder, freer, more personal is called for ; a reasonable degree of accuracy is not incompatible with good design. A very judicious compromise between the coloured-photograph school and an expressionist licence was achieved by Mr. Austin Cooper in some posters for the Royal Mail Steam Packet Company. The colour and modelling was simplified and co-ordinated to make a well-balanced design, and yet the ship was just as large and conspicuous as in the bills of the old type. Herrick's R.M.S.P. South American service



poster is open to the rather cheap criticism that it is a picture of waves, and not of a ship, but it has the charm of novelty, and will probably live in the memory longer than any other steamship bill of recent years. The work of these and other clever artists indicate the lines on which this type of steamship advertising may be developed.

To return to the new White Star bills. One of them, that designed by Mr. Montague C. Black, is not without merit, but it resembles too closely the orthodox type to make a strong appeal.

A good deal of the Cunard Line advertising has the same defects as the White Star Line's.

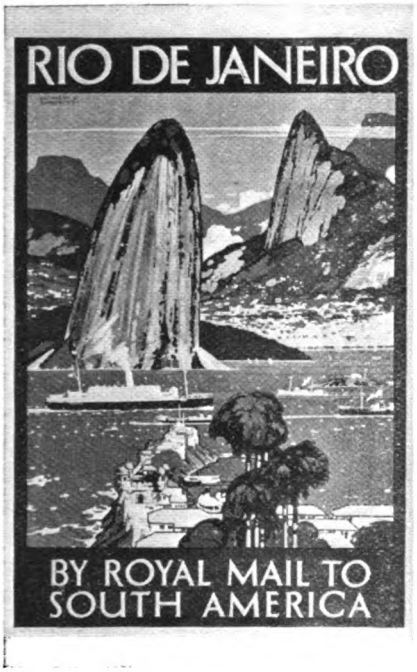
The R.M.S.P. Company, some of whose bills have been mentioned above, has a very high reputation in the advertising world. All its publicity matter has a dignity and refinement in keeping with the status of the company, and also a variety of interest and an artistic quality which single it out from its competitors. There are, indeed, very few big organisations in any branch of industry or commerce whose advertising is so consistently good.

The R.M.S.P. Company advertises its ships, but it probably spends a great deal more money in advertising the world, or rather that considerable proportion of it which is accessible by the company's vessels. After all, even in these days of luxurious sea travel, people take ship primarily in order to reach some destination or destinations, and not for an ocean joyride. An essential part of a campaign to increase passenger traffic, therefore, will be directed toward stimulating interest in the countries and cities which the steamers serve.

It would be difficult to imagine any posters better qualified to fulfil this function than those under review.

The R.M.S.P. Company is very catholic in its tastes in poster art, and evidently credits the public with an equal receptivity. The present batch of bills varies in style from the daring simplification of Mr. Horace Taylor's "New York" to the rather precise but elegant topographic draughtsmanship of Mr. Kenneth D. Shoesmith. Mr. Taylor's design embodies an artistic pun. The skyscrapers of New York are reduced to simple rectangular forms, one side of each being indicated by a long upright red stripe. These stripes and the blue expanse of the sky with its huge white stars make a pattern bearing an instantly recognisable resemblance to the United States flag. The design is extremely ingenious and striking.

Beard's vision of Norway is another clever essay in simplification and in formal arrangement, though the



different planes do not explain themselves quite so easily as they might. It is a bill which arrests the attention, though the elder school of poster artists might shake their heads over it. Will it attract as many tourists to Norway as would an artistically negligible but faithful picture of one of the fiords? I shall not venture to express an opinion on either side.

No such doubts arise with regard to Mr. Kenneth Shoesmith's posters. His Buenos Aires shows the Congress Buildings of the Argentine Republic, treated in the rather hard, but nevertheless striking manner of Mr. Fred Taylor or Mr. Frank Newbould. There is a vast amount of architectural detail, but bold contrasts in tone and colour enable every point to tell.

The Rio de Janeiro, also by Mr. Shoesmith, is a more extensive landscape, rather reminiscent of Mr. E. A. Cox's style. (I am not suggesting,

I think the prettiest woman I ever saw

Was on a poster.

I think the jolliest kid I ever knew

Was on a poster.

The daintiest garden, the cosiest house, the comfiest chair, the most tempting drink and the funniest man

Were all on posters.

One wonders how much of the colour in life comes from the hoardings.

And how much, too, does this colour take us by the scruff of the neck and make us do, eat, drink and wear what it wants us to do, eat, drink and wear?

I wonder.

The influence of the poster on our daily lives is probably stupendous.

The Man on His Way.

ISSUED BY THE UNITED BILLPOSTERS ASSOCIATION (REGISTERED), 31, GREAT JAMES STREET, BEDFORD ROW, LONDON, W.C.1.

Offset and Photo Offset—NO BLOCKS Required.

REDUCE your costs of printing by photo offset process. Folders, booklets, facsimile letters, posters, showcards, catalogues, letter headings, can be reproduced with half-tones, line or colours and printed on the roughest of surfaces or linen-faced paper at a lower cost than letterpress and a better result. Blue prints, plans, charts, etc. Specially suitable for long runs on thin paper containing half-tones where it would be impossible by letterpress printing to obtain a good effect.

CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

Overseas Advertising
Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.
D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS
"LA RAZON" BUENOS AYRES 150,000 *daily*
London Representatives:
FREEMAN & CO., 33, Paternoster Row, E.C.4

It's easy enough to miss the post—

But it's not so easy to miss the poster — if that poster is placed properly,

And, depend upon it, we place your poster where it will be seen by as much of the World as possible.

Why not avail yourself of our Service and advice on your Poster programmes or problems? An excellent move.

Don't miss the post to-day.

Write to us — note the new address — for an appointment. Of course, if you *should* miss the post there is always the telephone.

OUTDOOR PUBLICITY LIMITED

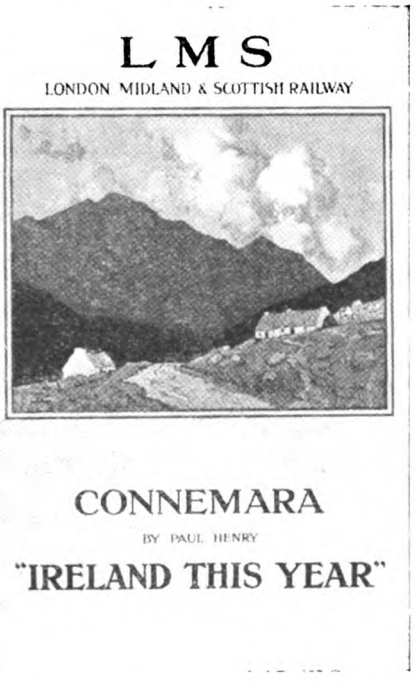
Managing Director.
ERNEST LEICESTER,

Aldine House, 10, Bedford St., Strand, London, W.C.2.

Telephone:
GERRARD 8900 (10 Lines)

Telegrams:
"BYLPOSTA, LONDON."

however, that Mr. Shoesmith really plagiarises anybody.) The colour is rich and harmonious. By the same



artist is a poster of St. James's Palace, and by Mr. R. T. Cooper is an interesting picture of, apparently, Moorish musicians playing native instruments. All these R.M.S.P. posters except the one of St. James's Palace bear the imprint of the Baynard Press. It will be taken for granted, therefore, that the lettering in no instance detracts from the merits of the pictures, but rather enhances them.

The L.C.C. Central School of Arts and Crafts is doing some very clever and workmanlike posters for the Council's tramways. There is one by Miss Monica Rawlins, of the Embankment. A good sense of pattern is



revealed, and the figures are drawn with quiet humour. The printers are Vincent Brooks, Day and Son, Ltd.

Morison's Agency, of Hull, is directing for Elders and Fyffes, Ltd., a big campaign on behalf of bananas in connection with a £100 school prize competition. On the hoardings is a 16-sheet poster, and its message is followed up by a small shop bill in similar colours and design. It is not possible for an artist to do a great deal with a bunch of bananas shown against a plain background, but the most has been done within the prescribed limitations. The text is appropriately succinct. Probably many people fail to appreciate bananas because they buy and eat them before they have attained maturity and full flavour. The present campaign is partly directed to educate the public to buy bananas when they are "Like this—Golden Yellow!"

An interesting departure has been made by the Chloride Electrical Storage Company, Ltd., which has issued a poster in photogravure on



behalf of its Exide batteries. The company believes that this is the first time that this process has been used for posters in connection with storage batteries. Photogravure gives a very rich surface, and the Exide poster should be very effective at the appropriate range. The slogan "Makes good programmes better" is quite smart.

Publicity Arts, Ltd., have to their credit a very attractive 16-sheet for Farrow's Green Peas. Just at present bananas and tomatoes of colossal scale confront us on almost every hoarding, but shelled peas do not lend themselves to artistic treatment in the monumental manner, and in this instance they occupy a subordinate place in the design, the subject of which is really the pretty girl who pronounces the peas to be "sumptious." The pictorial part of the poster is

50%

is a lot better value

BUT

in spacing and bordering every poster free of charge.

The PORTSMOUTH and DISTRICT BILLPOSTING CO., LTD.,

ACTUALLY GIVE EVERY CLIENT THIS GREAT ADVANTAGE ON SOME OF THE FINEST POSITIONS IN THE KINGDOM.

Portsmouth & District Billposting Co., Ltd.,
74-78, ARUNDEL STREET, PORTSMOUTH.
J. M. GODFREY, Managing Director.

Sell to

300,000 Buyers

through

MORISON HOARDINGS!

Write for information to

MORISON'S
ADVERTISING AGENCY (HULL) LTD
BILLPOSTING DEPT.,
ALBION ST., HULL
ADVERTISING SINCE 1893

excellent in colour, and is pitched in rather a high key, with the white background which, as the Gold Flake "Raleigh" showed, can be very effective. The lettering at the foot is printed on a black ground, against which the red "Farrows" does not show up particularly well. The combination does not make for legibility.

After Heinz's Tomato Ketchup comes Libby's Tomato Catchup. Heinz was content to show the public a bottle of his product and the



materials of which it was made. Libby goes one better—or perhaps only one further—and throws in an illustration of what the stuff is for. This may be thought to be an additional selling point, and certainly the steak of fish looks very appetising, but the design loses something through its diffusion of interest. Another weak point is the yellow rectangular mass in the centre. It seems as if it ought to represent something, but if it does it does so not very efficiently.

The posters by Royal Academicians, issued by the L.M.S. Railway Company, were, on the whole, disappointing, and it was manifested that the technical training of an Academic painting was not a good apprenticeship to poster-designing. The two posters by Mr. Paul Henry first published by the L.M.S., however, are admirable. Mr. Henry is, of course, a painter in oils, and these two designs were, apparently, executed in that medium and then reproduced by lithography, but they have a breadth of handling and a range of tone which makes them suitable for the purpose to which they have been put.

Photo Litho on Blotter

A fine large blotter issued by Henry Hildesley, Ltd., carries a picture attractively produced by two-colour photo litho. It also carries a calendar for February.

The Silent Salesman

A good poster is as much a salesman as the man behind the counter. Though not so garrulous, its talk is strictly to the point.

Changing "some time" into "Now"

The duty of posters, of course, is the selling of goods. Its listeners either have already the intention to buy the displayed product "some time," or else they are open to suggestion. If the hoarding is in a central shopping district and the poster a good one, that "*some time*" is changed into "*Now!*"

Let the Silent Salesman Talk!

Estimates for placing posters vary considerably in price. Sheldons' estimates are not always lowest in any town. The reason is that in many towns there are at least two billposters—one with hoardings in not too prominent positions, while the other controls a majority of the hoardings in the shopping districts and on the tramcar routes — the hoardings seen by the right people at the right time. The price is naturally greater—but invariably it pays.

Sheldons know where the best positions are to be had. Let them place your posters where they can talk and where there are listeners for them to talk to.

Sheldons Ltd

SERVICE ADVERTISING
PRESS AND POSTER

LEEDS

Established 1840.

REGISTER OF BILLPOSTERS

Announcements in this Special Section are published in the first issue of every month, and restricted to the names and addresses of Billposters. Orders cannot be accepted for less than 12 monthly insertions, the charge for the whole year being £2 12s. 6d. net.

ABERDARE

The Aberdare Valley Billposting & Advertising Co., Public Hall, Cardiff Road.

BLACKPOOL

Blackpool Billposting Co., Ltd., 167, Church Street, Blackpool. 250 Stations.

BOLTON

The Bolton & District Billposting & Advertising Co., Ltd., Paley Street.

BROMSGROVE

Bromsgrove & District Billposting & Advertising Co., Caxton House.

CORNWALL

Camborne Printing and Stationery Co., Ltd., Market Square, Camborne.

Cornish Echo Co., 13a, Church Street, Falmouth.

DERBY

The Derby & District Billposting & Advertising Co., Ltd., 44, Siddals Road.

EDINBURGH

Nixon, Ltd., 61, Elder Street.

EXETER

James Townsend & Sons, Little Queen Street.

FALKIRK

Mackie & Co., Mail Buildings, Manor Street, Falkirk.

GRAVESEND

Gravesend & District Billposting & Advertising Co., Ltd., 15, Wrotham Road, Gravesend.

GREENOCK

G. & A. Woolley, Ltd., 25, Brynmer Street.

GRIMSBY

W. H. Jackson & Co., 318, Victoria Street. 'Phone 2829.

HEREFORD and District

Midland and Welsh Advertising Co., Ltd., Midland Bank Chambers, Hereford. 'Phone 2681.

HORWICH (LANCS.)

Fletcher & Co., Longworth Road.

HULL

Hull & Grimsby Billposting & Advertising Co., Ltd., 12, Bowlalley Lane.

Morison's Advertising Agency (Hull), Ltd., Albion Street.

LEEDS

Sheldons, Ltd., 85-87, Cookridge Street.

LLANELLY

Llanelly & South Wales Billposting & Advertising Co., Ltd., 8, John Street.

LONDON

Chelsea, Battersea Billposting Co., 90, Sydney Street, Chelsea, S.W.3.

A. Leopold & Co., 531, Holloway Road, N.19.

LONG EATON

R. Hill & Son, Ltd., 23, Craig Street, Long Eaton.

MANCHESTER

Manchester Billposting Co., Ltd., 86, Peter Street.

Managing Director: Joseph Crooke-Grime.

PAISLEY

G. & A. Woolley, Ltd., 60, Old Sneddon.

PLYMOUTH

Devon & Cornwall Billposting & Advertising Co., Ltd., 153, Union Street.

The Lidstone Billing Co., Ltd., 7, The Octagon, Plymouth.

PONTYPOOL

The Eastern Valley Billposters, Beechgrove, Pontymoyle.

PORTSMOUTH

Portsmouth & District Billposting & Advertising Co., Ltd., 74, Arundel Street, Portsmouth.

South Hants & Boro' Advertising Co., Ltd., 1, Greatham Street.

ROCHESTER

The Rochester, Chatham & District Billposting & Advertising Co., Ltd., 320, High Street.

STOKE-ON-TRENT

Stoke-on-Trent & North Staffordshire Billposting Co., Ltd., 11 & 13, New Street, Hanley.

WORCESTER

Smith & Co., Worcester Billposting Co., The Trinity. Tel. No. 347.

OCT 1928

Advertiser's Weekly
Friday, Feb. 12, 1926

LORD LEVERHULME ON TAXATION

The Advertiser's Weekly

4D A COPY 20/- a year Post Free
Regd. at G.P.O. as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



"The Best General Advertising Medium in the World."

"I believe 'PUNCH' to be, conservatively speaking, the best general advertising medium in the World,"

writes Mr. Irving Swan Brown, Managing Director of The Connaught Club, 75, Seymour Street, W. 2

He continues,

"We at The Connaught Club find that nearly everyone who answers our advertisements in 'PUNCH,' mentions 'PUNCH' specifically, with evident pleasure; and furthermore, that the average type of reply is the highest class we receive."

Put your Advertisement in "PUNCH" for all the world to see

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, Fleet Street, London
E.C. 4

'HOWFFS'

OF SCOTLAND'S CAPITAL IN THE EIGHTEENTH CENTURY



No. 2.—DOUGLAS'.

A good specimen of those profound retreats which were valued in the inverse ratio of the amount of daylight which visited them. You went a few yards down the dark, narrow alley, passing on the left hand the entry to a scale stair, decorated with "THE LORD BE MY SUPORT," then passed another door bearing the legend, "O LORD, IN THE IS AL MY TRAIST." Immediately beyond, under an architrave calling out "BE MERCIFUL TO ME," you entered the hospitable mansion of Dawney Douglas, the scene of daily and nightly orgies by the leading gallants of the day. The House was noted for suppers of tripe, rizzered haddocks, mince collops and "hashes," which never cost more than sixpence per head.

SATISFIED for TWELVE BAWBEES
A humble sum

Yet TWO BAWBEES will buy one single column inch in every 1000 copies of the "News"

A modest sum—WITH DEFINITE RESULTS



You never know what would happen after six pennyworth of rizzered haddocks

Edinburgh Evening News



SCOTLAND'S "CAPITAL" PAPER WITH THE LARGEST SALE

LONDON OFFICE—3-5 SALISBURY SQUARE, E.C.4—City 9330

THE GRAPHIC. DRAWS REPLIES — IF YOU ADVERTISE. THE GRAPHIC.

The Advertiser's Weekly
THE ORGAN OF BRITISH ADVERTISING

Vol. 49 FRIDAY, FEBRUARY 12, 1926 No. 664

The Threatened Taxation

Prominent Advertisers' Views on its effects—"Sand in the revolving wheels of the trade machine"—Serious Restriction of Selling Effort

From LORD LEVERHULME

YOU ask me, as representing a firm which spends a large sum of money annually on advertising, my views on the question of a tax on advertising, which, it is rumoured, may be considered by the Chancellor of the Exchequer in connection with his next Budget.

Without knowing how the tax would be calculated and levied, it is difficult to express a detailed opinion, but on the general principle of a tax on advertising the first thought which arises is that it could hardly be considered at a more inopportune time than the present when industry is struggling hard to emerge successfully from a lengthened period of depression.

Those who suggest such a tax at the present time can hardly appreciate the part which advertising plays in modern business. Advertising is not a luxury but a necessity.

To tax the results of industry, namely profits, is sound, even if it be disagreeable! It is like the State taking a portion of the product of a machine after the machine has done its work in producing it; to tax advertising is like throwing sand into the revolving wheels of the machine whilst it is trying to do its work. I need hardly enlarge upon this simile.

From SIR HAROLD BOWDEN

A tax of 10 per cent. on advertising would, I think, be simply another burden on industry, and manufacturers and traders could not pass this extra cost on to the public. Those firms who could not afford to pay 10 per cent. more for their advertising would be forced to reduce their advertising allocation by that percentage, more or less—a most undesirable policy from every point of view.

I cannot conceive for one moment that this tax would be imposed.

From MR. W. H. HARTLEY
(Chairman, Incorporated Society of British Advertisers)

THE proposal to put a tax on advertisements is economically unsound.

The President of the Board of Trade has said that our problem is a selling problem. Every manufacturer and every trader knows that that is true. Industry must strain every nerve and sinew to expand the markets for its products. Advertising is playing a vital and increasing part in this effort, the success of which is essential to the very existence of this country as a Great Power.

Selling costs are already high, and it is understood that the tax—if it were seriously brought forward—would seek to place a 10 per cent. impost upon the service of publicity. This would constitute an intolerable burden upon enterprising salesmanship. It would inevitably entail the serious restriction of selling effort and would tend to raise the prices of commodities both directly and indirectly.

A 10 per cent. levy upon advertising would be equivalent to a decree that every salesman must forgo one call in ten. Thus, at a time when trade calls urgently for expansion in every field, the home market would inevitably be very seriously affected, for the Chancellor of the Exchequer himself said in 1924: "Advertising nourishes the consuming power." We cannot afford to under-nourish the consuming power of the home market, because it is the backbone of world trade. Unless there is a steady demand from the home market few manufacturers can put their export prices on a competitive basis.

Advertisers, who, generally speaking, represent the most enterprising of the nation's traders, recognise the immensity of the problems that confront the Treasury. But a tax upon advertising would impoverish the chief sources of revenue and would render a very inadequate return.

THIS WEEK'S PAPER

Digging Out New Selling Points—by John Kerry
Factory Survey Reveals Novel Manufacturing Process

More about Wholesale Co-operation—by C. A. Coulter Walker
A Bonus for Wholesalers' Travellers

"Buy British Empire Goods"
Plans for Imperial Shopping Weeks

The Indian Market and the Advertiser
How Manufacturers Should Use Eastern Media

Art and Poesy in Japanese Advertising—by A. U. Ratem
Characteristics of Publicity in the Land of the Rising Sun

The Typist and the Form-Letter
Mr. Maxwell Tregurtha's New Book

And All Regular Features
Ad. News in Brief
Publication Notes and News
Club Notes and News
Letters to the Editor
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

More about Wholesale Co-operation

A Soap Manufacturer's Sales Policy—Bonus to Grocers' Travellers

By C. A. Coulter Walker

THE problem of gaining the interest of wholesale grocers in manufacturers' selling schemes would seem to be particularly difficult. A long experience of such schemes and opportunity for careful analysis of results reveals that the vast majority are lamentable failures.

One firm appears to have found a satisfactory solution. This is Messrs. John Sankey & Son, Ltd., of Manchester. Their field of activity is the northern counties and the principal product is dry soap in 1½d. packets—obviously not a proposition for national advertising of "blanket" character. In the sales policy which they have found enormously successful the wholesaler is the backbone. It would appear that the retailer and the consumer are secondary and tertiary considerations, which may not be accepted advertising practice. Nevertheless if those who would reverse the order to "consumer, retailer, wholesaler" made a sales comparison in the area covered by this firm they would find the figures illuminating, for Sankey's soap is a particularly strong seller.

The Novelty

To sketch the scheme briefly it is an annual "push"—usually synchronised with spring cleaning when soap is more than ever in demand—and a special bonus offer is made to retailers. To this point there is nothing novel. Suffice it to say the bonus is a most attractive offer under which retailers book stocks for several months ahead. The real punch of the "Sankey" push lies in remunerating the wholesale grocers' *travellers*. In addition to the retailers' bonus a further shilling per gross has been allowed to the wholesalers on all orders during the "push," and it is understood that a considerable percentage of this wholesale bonus should go to the travellers. With five and ten gross orders the rule and much larger orders quite common this is a generous concession, for wholesale travellers make a considerable number of calls in a week. With every prospect of a fat cheque they put the whole weight of their influence behind the project with astonishing results. It is in remunerating the man who sells the goods for an extra effort that the Sankey scheme is successful. Sankey's also appreciate the reasonableness of the wholesalers' dogma, that with a hundred and one lines to buy, collect, sell and deliver in a hustling business—large stocks to be turned over at a small profit—a manufacturer cannot expect wholesalers' full co-operation without some special inducement which recognises the part travellers play. And the inducement must be definite and immediately apparent, for wholesalers will not take the long view of promised better turnover. This is human nature, and it requires a deal of educational effort to alter human nature.

This scheme may not be an ethical ideal. It may even be impracticable or inadvisable in many other sales problems, but the fact remains that in this instance it succeeds in achieving what is the despair of most advertising managers — wholesaler co-operation. The sales cycle has been rounded off with poster advertising and, by taking areas successively, Messrs. Sankey & Son have found it easy to operate an effective sales-promotion.

Another regular complaint by manufacturers is that wholesalers will not co-operate in the distribution of showcards and display matter. On the whole, good showcards receive sympathetic treatment from wholesalers, but containers intended for shop display do not. Apparently this is usually due to the short-sighted policy of manufacturers in packing in inconvenient quantities. There are scores of products packed in half-gross and quarter-gross cases regardless of the fact that wholesalers sometimes sell in dozens, or even half-dozens of some products. As a result a wholesalers' warehouse at the end of each day is littered with containers and beautiful display boxes ruthlessly ripped open to supply smaller quantities. Wholesalers, porters and packers have no direct interest in shop display. The æsthetic and economic considerations are without their ken, for their work is a continual hustle to keep delivery transport on the move. I could mention cases where 25 per cent. of the containers for which manufacturers have paid high prices find premature destruction in the wholesalers' incinerator without being seen by the retailer or consumer. This matutinal offering to the ogre of waste must amount to hundreds of pounds per annum in any large wholesaler's. The remedy is to pack in small convenient quantities, without charging the wholesaler considerably more for this convenience, as that defeats the object in view. If it is to the manufacturer's advantage that his display boxes and containers reach the retailer he can only be assured of a minimum of waste by studying the interests of his wholesalers. If more manufacturers did this and more fully investigated the conditions under which wholesalers, their travellers and their warehousemen work, and planned their schemes accordingly, there would be fewer failures to achieve wholesaler co-operation.

"Buy British Empire Goods"

Retail Distributors' Combined Empire Shopping Week—Local Plans

SOME 130 departmental stores in all parts of the country are expected to take part in the British and Imperial Shopping Week organised by the Incorporated Association of Retail Distributors.

The week commencing May 3 has been chosen for the effort, prior to which a considerable amount of "Buy British Empire Goods" advertising should be seen in all the centres concerned.

Sir Philip Cunliffe-Lister, President of the Board of Trade, has written to the Association expressing his delight at the plan.

In addition to this Imperial Shopping Week among most of the big stores of the country, local efforts are being held in a number of centres, as follows:—

Derby	February 15
Prestwich & Whitefield	February 18
Brentford	February 22
Chichester	February 22
Portsmouth	February 22
Bishop's Stortford ..	March 4
Horsham	March 5
Rotherham	March 12
Southgate	March 12
Islington	March 13
Loughborough	March 15
Hendon	March 19
Dorchester	March 22

This week Bournemouth is uniting with its neighbours, Poole, Branksome, and Parkstone, in one combined effort, and Falmouth is also exhorting its residents to Buy British Empire Goods.

The arrangements are practically complete for the Islington Empire Shopping Festival, which is to be held from March 13 to 20.

Islington Chamber of Commerce is organising the scheme in co-operation with the Borough Council.

The first step is the production of a Festival Handbook to explain the objects of the Week and what the products of the Empire are. It will consist of about 128 pages: 55,000 copies are being printed, of which 50,000 are being sent to residents in the borough of Islington and the northern suburbs. Advertising space is let to local and national concerns at 10 guineas a page.

Particular interest attaches to the window dressing competition, which is to be judged on an ingenious plan. The maximum number of points obtainable will be 100, which will be awarded as follows:—selling power, 30; cleanliness and neatness, 30; originality and display, 30; ticketing, 10. There will be four classes, as follows:—Things to eat produced in Great Britain or the Empire; things to wear manufactured in Great Britain or the Empire; things to use manufactured in Great Britain or the Empire; things ornamental and decorative manufactured in Great Britain or the Empire.

Digging Out New Selling Points

Factory Survey Reveals Novel Manufacturing Process—What's in the Name of an Advertising Character

By John Kerry

ELECTRIC lamps are made to a standard. When Cryselco, Ltd., decided to launch an advertising campaign they found that practically every selling point for electric light had been or was being



How the two skins of the lamp were dramatically pictured

exploited by others in the same field. Other manufacturers had made their products widely known by means of advertising on certain well-defined lines.

Cryselco realised that an entirely new appeal would have to be found for their campaign if it were to do the maximum work. An agency was consulted and decided that the best place to look for selling points was in the factory. Nearly a week was spent at the works examining every process of manufacture in the search for something novel that would serve as an effective new talking point.

At last it was found.

One of the leading Cryselco lines is an opal type gas-filled lamp, and the advertising man learnt that opal glass, under the influence of the heat of the lamp, is liable to give off impurities which chemically react upon the filament and cause premature failure. In order to overcome this process Cryselco lamps were lined with a layer of crystal glass which fitted closely upon the opal bulb and prevented the reaction from occurring.

This unusual feature was made the main talking point in a striking campaign. "If you could peel a Cryselco opal lamp," said a headline. And the copy read on, "*like an orange*, you would find two skins, the inner of clear crystal glass, and the outer of the most translucent opal."

The electric lamp public was interested in being told in this way something of the technical aspects of the lamp, and manifested its interest in a very practical way.

The campaign was in the first place intensive, covering Luton and Bedford—where the works are situated—very thoroughly through such media as the *Luton News*, the *Bedfordshire Times* and the *Bedfordshire Standard*. A certain number of technical papers were also used, the same novel method of appeal being employed.

As the idea became familiar to the public and the trade the slogan, "The lamp with two skins," was adopted and used in every display.

Sales mounted steadily, but the market was still carefully watched and a small but important sales obstacle became known. Many people, it was found, were not certain of the correct



Pronunciation picturised and driven home vigorously

pronunciation of the name "Cryselco." They did not know whether to ask for "Crye-selco" or "Criss-elco." The natural result was that rather than ask the dealer or risk making a mistake a good many prospects asked for something else.

Other advertisers have encountered a similar difficulty and various methods have been adopted to overcome it. The most obvious and most popular



The "fruit" idea carried a step further and again dramatised

way is to incorporate in every advertisement beneath the name a phonetic key, but again in this regard Cryselco determined to keep off the common ground.

An ingenious idea was hit upon. A military advertising character was created and dubbed "Colonel Chris Elco of the Cryselco Light Brigade." The correct pronunciation of the brand name was thus circulated without anyone guessing that they were being "educated."

Full use was made of the advertising character both in the trade and the general campaign. One of his first acts was to make a tour of various centres where lamps played an important part in the scheme of things—billiards rooms, restaurants, ball-rooms, and so on.

Colonel Chris Elco quickly became popular among the trade, and there is a constant brisk demand for showcards and cut-outs in which he appears. He stands practically alone in the electrical dealer's field, his quaintness

(*Continued on page 283*)

The Indian Market and the Advertiser

Some Figures, Some Problems and Some Suggestions—How Manufacturers Should Use Eastern Media

(From a Special Correspondent)

ADVERTISING with real selling force behind it can double the sales of British goods in British India in a very few months.

That is the considered judgment of a man with many years experience of the Indian market. It was expressed to the ADVERTISER'S WEEKLY recently, and examination of the question confirms the judgment.

The qualifying phrase, "with real selling force behind it," must not be overlooked, however. It is the crux of the question. There is need for a thorough revision of the methods of presenting many of the advertisements in the Indian Press.

Principal Imports

The market in British India is a remarkably wide one. We may usefully tabulate here a few of the percentages of the principal imports from Great Britain in the year 1923–24 :—

	Per cent.
Cotton Manufactures (U.K. proportion)	47
Iron and Steel (U.K. proportion)	56.7
Machinery	84.2
Railway plant (U.K. proportion)	94.6
Motor vehicles ,,	13
Hardware ,,	47
Chemicals ,,	65.8
Paper and pasteboard ,,	49.2
Provisions ,,	46

Those figures represent the hold which British goods already have on the Indian market. But they do not represent saturation point, or anything approaching it. The actual figures of cotton-piece goods alone will emphasise that argument. The year 1913–14 saw an import of 3,159 million yards. Ten years later the total was only 1,466 million yards. Iron and steel, again, in the year 1913–14 showed a total of 1,018,000 tons, whereas 1923–24 showed only 756,000 tons.

Falling Figures

Textile machinery imports dropped 33 per cent. in twelve months. British electrical machinery imports dropped in 1923–24 as compared with the previous year, while imports from America were six times as great. And whereas British imports of machinery of all kinds in 1913–14 represented 90 per cent. of the whole and the American 3 per cent., the figures in 1923–24 were, Britain 84.2 per cent., America 10.4 per cent.

In hardware the British share fell in 1923–24 to 47 per cent. from the 57 per cent. of 1913–14, while the American share increased from 10 per cent. to 16 per cent. at the same periods. Chemicals again show a British decrease from 74.7 per cent. in 1913–14 to 65.8 per cent. in 1923–24. Paper and pasteboard dropped from 56.2 per cent. of pre-war to 49.2 per cent. in 1923–24.

The Indian statistics of trade show in their tables seventy-three main classifications of articles imported from the United Kingdom, from living animals to woollen manufactures. And every manufacturer in this country is interested in one line or another of those figures.

India is already the greatest customer of Britain. British exports to India for 1924, according to official figures, were £90,578,314, which is nearly £30,000,000 more than the next largest market, Australia. While the difference in itself is enormous, informed official opinion predicts that India's purchases during the next five years will greatly exceed the figures for 1924. India's intellectual plane has always been high, and now that it is converging on industrial development and commercial expansion, her position as one of the world's great trading countries will become higher. Even to-day India occupies fifth place, being preceded only by the United Kingdom, the United States, France and Germany.

First Place

Britain holds first place in India's imports. But the position is being undermined, as the figures quoted above go to show. English is the predominant commercial language of the country and must continue to be as India's activities with countries overseas increase. The country is served by a Press which although small in numbers is far-reaching in its influence, a Press that has faithfully upheld the best traditions of British journalism. This is in part explained by the fact that the intellect of the educated Indian, as much as the Briton out East, resents cheap sensationalism.

Here is a market for British goods that is already greater than any other and has enormous future potentialities The efforts of selling agents in various localities should be assisted by national propaganda such as is undertaken by firms in their home market. Foreign competitors are vigorously bidding for support. It is therefore essential that British advertisers should give to their Indian advertising the careful and detailed attention that they devote to their home advertising, and should advertise as boldly in India as India buys at home.

The first question that the manufacturer selling in overseas markets might usefully ask himself is, "How much per cent. of my turnover from that market do I allocate to advertising in that market ?"

An inquiry along those lines will undoubtedly bring home to a great many advertisers a realisation of the fact that the amount is derisory.

But while he determines to increase the appropriation the advertiser at home will be well advised at the same time to study very carefully how that money is going to be expended. The Indian authority who has already been quoted had some very interesting and instructive comments to make on this point.

A Vital Export

"Good advertising must be one of the exports of Great Britain to India," he said. "Eastern conditions do not conduce to 'pep.' Out East men do not live for the top-note. Climatic conditions discourage it.

"That is why I say that advertising copy for the Indian market should be written at home by a man with a first-hand knowledge of India. No exporter will ever make a mistake if he goes for the top-note of efficiency in his advertising, always being advised of the necessary 'don'ts.' There are plenty of them, but a good advertising man who has served in India will know them. And he will also be able to impart to the layout and the text the necessary local colour.

A Big Task

"Handling the overseas advertising from the home office means work, and hard work. But I am convinced that it must be done if the results are to be obtained. Those advertisers who have already adopted such methods have proved its benefit, because their advertising will stand out from the rest. It compels attention by its efficiency.

"And those who follow after will also benefit, because better advertising will create desire. Buying will be encouraged and the essential betterness of British workmanship will have been emphasised.

"There is a point about the future of British trade that manufacturers at home who have large appropriations for advertising have a tendency to overlook. Unless our export trade recovers, advertising in the home Press, on the hoardings, vehicles and sky signs here in Britain will not save us."

Behind the Scenes

There were several unusual features in the Mackintosh front page of the *Daily Mail* last Thursday. The page itself was laid out to resemble a "news" page, the streamer head being, "Toffee Town now making Chocolates and Butter Scotch." On page 13 of the same issue of the paper was a half-triple entitled "A peep behind the scenes," showing how the page, with instructions and corrections written in, looked two days before.

Art and Poesy in Japanese Advertising

Outstanding Characteristics of Publicity in the Land of the Rising Sun

By A. U. Ratem



Decoration and allegory quaintly but effectively used

JAPAN is undoubtedly among the countries where America and Britain have, up till now, had but little influence on advertising. It must be said that national characteristics—psychology and customs—are so vastly different from the Anglo-Saxon, that the introduction of the methods which seem to us the most efficient might well become harmful over there.

To us "Westerns" Japanese advertising may seem a little "in the air"—much atmosphere and few facts—but for all that in copy and illustration there is the great quality of conciseness. Especially there is always the beauty of harmony.

The six advertisements reproduced herewith are chosen because they are in some way typical of the great majority of the "better advertised" kind, and outside the still predominant "type only" advertisements.

Allegories

The first two are mainly decorative. The first purely so, showing a mouse head treated allegorically; the second, advertising Kao Soap, incorporates a bamboo leaf as a sign of purity.

The third and fourth are of the pun and humorous kind. The first shows a man "ski-ing." It must be remembered that "ski" in Japanese does not only mean the particular kind of sport, but also "in large demand." In this way the manufacturer endeavours to convey the idea that his product is indeed popular. The second, advertising stockings, is of a slightly coarser humour.

The fifth and sixth advertisements show the article in use. There is the face cream, using a very charming little picture well drawn and nicely balanced; the last one, for a branded food, shows the package, while the table set in the background is suggestive of use.

Creating Interest

These few specimens show that the methods of presentation are different, but that the ultimate manner of creating interest is not so far from our own.

It is in the copy that the chief difference between East and West can be noticed. For all the conciseness of the copy there is room for the cloaking of the sales-appeal in poetical sentences.

A certain kind of spice, for example, makes this claim :—

> "The quantity is, indeed, small, but the taste improvement is greater than a mountain and the extent of the different uses it can be put to larger than the sea."

Here is the manner in which the Kao Soap addresses its New Year greetings to its prospects :—

> "Praise the restful, peaceful new year; receive the wish not to age too much.
>
> "For house use and so as to remain young and healthy make sure to keep Kao Soap handy.
>
> "Kao Soap freshens one in the morning, makes one joyful in the evening."

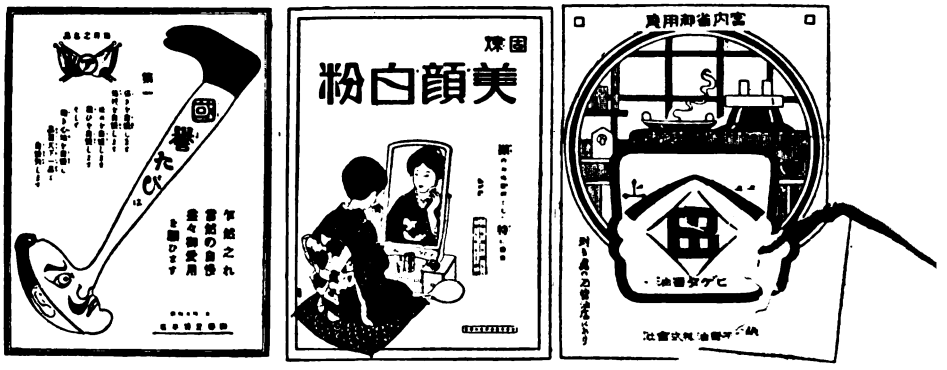
These few examples clearly indicate the general idea behind Japanese advertising, and it will readily be understood that Anglo-Saxon influence can only be introduced in greatly altered form. The principal effect so far has been on the conception of trade marks, although some drawings of less orthodox Japanese style have also found their way in the Japanese Press.

Japan, it must be remembered, has in the East a position somewhat similar to Great Britain in the West, and among the points of comparison is that of conservatism. The British idea of æsthetics and the true-to-life illustration and copy suited to the Western mentality will for a long time yet strike the Japanese as all "form" and little "thought."

10,000 Yard Towel Display

More than 10,000 yards of Turkish towelling and madapollam have been used by Harrods to convert their third floor into a "Dream of Egypt." The scheme of decoration for this elaborate white sale scena has been carried out in white and orange, and these two contrasting colours give startling effect to the wonderful setting which features images of the Pharaohs, great Egyptian pillars ornamented with hieroglyphics, "temple" gateways, palace halls, and tableaux representing Cleopatra "at home," and a massive towel-made sphinx with the orange sun behind it.

Another novel feature of this white sale is that sets of all the offers have been sent to an independent laundry and thoroughly washed for inspection by customers.



Practical displays featuring use and the container

The Typist and the Form-Letter

Display an Important Factor in Direct Mail—Mr. Maxwell Tregurtha's New Book

SALES-MAKING letters are a subject of continuous controversy. Which serves to show, among other things, that they are a live proposition. The controversy rages round many points, though the general principles are well established. It is in the method of application of those principles that we get so much variety of opinion. There is no uniform pattern of sales letter, though many users of this form of publicity will contend that because one type of letter serves their purpose it must be the best.

Mr. Maxwell Tregurtha, who has wide experience, is too broad-minded to fall into that error. His new book, "How to Write Business Letters" (Hutchinson, 6s. net), takes into account all the varying kinds of form-letter, describing the efficient and effective way of producing those suited to various purposes.

Lay-out of Letters

Having done this, very fully and in a most interesting way, he goes further. He advances into a field of letter-production about which there is still vast ignorance in the business world.

It may be called the field of "lay-out" for form-letters. Far too little attention is paid, even by those who constantly use form-letters, to the problem of the presentation on paper of the matter which they have been at great pains to make conform to the primary laws of sales-letter writing. Their first sentence draws and holds the attention; the second arouses interest; the third creates desire—and so on. But the letter, as it comes out of the envelope before ever the text is approached by the eye, is dead. Its "lay-out" has effectively slain it for all but those few people to whom the arrival of a letter of any sort is a rare event in a monotonous life.

Mr. Tregurtha sets out to show the business man, who has probably never personally used a typewriter in his life, just how big a part his typists play in advancing the advertising efficacy of his firm's appropriation.

"The first aim is to make your letters *look* interesting—to plan and arrange them so that they are attractive," he says.

It sounds elementary, but it cannot be as generally understood as elementary things should be, for I picked half a dozen letters haphazard from recent arrivals after reading that sentence—and not one of them was attractively displayed.

"The easiest way to achieve this is to have the line set in narrow measure, thus giving generous margins of 'white.'"

My half-dozen samples (all on quarto paper) have type lines seven inches long on paper that is 8½ inches across.

"Next see that the paragraphs are short. A very effective result comes from setting the lines to single space gauge with double spacing between the paragraphs."

My samples conform rigidly to this canon. And the result is that they all look, at first glance, exactly what they are—mass-produced. They are drilled automata like a Guards regiment on parade. If there were only one paragraph "out of step"—a few lines longer than the others—the whole thing would be humanised in appearance immediately.

This is a point with which Mr. Tregurtha does not deal. But it is worth consideration before the "lay-out" of form-letter is passed for press.

How many Pages?

The resistance argument to the well-displayed letter is that it means either a short letter on a single page or using more pages. The answer to that is "use more than one page." Mr. Tregurtha instances a four-page letter, typed in the way suggested, which was so interesting, so easy to read that he was unconscious of turning the pages over as he read.

Another point in balance which Mr. Tregurtha stresses is the setting out of the name and address with the date opposite in an equal-sized panel. If the address occupies four lines, let the date occupy four also. And these panels should begin and end in the same measure to which the letter is set. If, however, the measure is too narrow to permit of this, the panels should be set to harmonise with the heading.

Letter heading is another factor in lay-out which has to be considered. The letter headings of to-day are more simple and better balanced than those of ten years ago, but many firms even now could profitably overhaul their ideas on the subject, particularly those using form-letters.

"With a heading that supplies its own balance—where the factors make an independent whole, complete in itself—the actual arrangement of the typewritten letter offers the possibility of a variety of treatments."

Mr. Tregurtha makes a very good point, to which few business men give attention, when he indicates the different faces of type carried by typewriters and their suitability for letters dealing with different kinds of commodity.

H. C. F.

The Advertiser's Annual and Convention Year Book 1926.

We have pleasure in announcing that we shall publish the above work on

MARCH 1.

The delay in publication has been caused by the enormous work involved in completely re-planning and re-constructing a work of reference, of which publication has lapsed for twelve years.

Readers will find the new issue of the Advertiser's Annual more complete and more accurate as the result of the extra time which we have been compelled to allow our editorial department in order to set new standards of completeness and accuracy.

Holland is such a good market for British goods that many British firms have opened works there. You can sell in Holland. Advertise in these leading papers and watch your sales go up.

"Algemeen Handelsblad" (Amsterdam)
"Nieuwe Rotterdamsche Courant" (Rotterdam)
"Nieuwe Courant"—"Het Vaderland" (The Hague)
"Wereldkroniek" (Holland's Leading Weekly)

Representatives in the U.K. from whom rates and particulars can be secured

OVERSEAS PUBLICITY & SERVICE AGENCY
9 Quality Court, Chancery Lane
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Manager.—G. D. Young
orn 5628 (Solely Publishers Representatives—Not Advertising Agents) Telegrams "Egyptadco"



FROM ABROAD

AMONG the readers of The Times are numbered all those to whom the earliest and most authoritative reports of events and tendencies abroad are of special interest. Statesmen, diplomatists, Government officials, bankers, merchants, and leaders of business throughout the Empire are among the people who will read your advertisement if you put it in

The Times

THE ADVERTISEMENT MANAGER,
PRINTING HOUSE SQUARE,
LONDON, E.C.4.

1926 Convention Preparations

The Blackpool Programme

"Sell British Goods" as Proposed Theme

ARRANGEMENTS for the programme of the Blackpool Convention will shortly be put in hand.

Major P. C. Burton has been appointed chairman of the Programme Committee, a meeting of which will be held at the Hotel Cecil, London, next Friday afternoon (February 19).



Major P. C. Burton

While, of course, it remains for the Committee to lay down the lines upon which the programme shall run, a tentative scheme is being formulated for discussion at the first meeting.

This scheme suggests that "Sell British Goods" should be the theme of the Convention. Very wide scope for useful and practical discussion is allowed by this theme, which would be dealt with in all its aspects. Problems of selling British goods in the home market, the Colonies and Dominions, and in foreign markets, could be ventilated, and practical solutions sought.

Every department would work towards the main theme.

The various Convention departments will naturally cover a comprehensive range of subjects pertaining to advertising and selling. The economics of advertising and the new art movement in advertising—both in printing and design—are expected to receive particular attention.

This is the plan of Major P. C. Burton, the chairman, who is to submit the points raised to the Committee meeting on February 19.

Prominent and authoritative speakers are to be invited to contribute to and lead the debates throughout the meetings, which should prove of definite value to every delegate who attends the Convention.

Conventionitis in Manchester

Office Opened This Week—Committees at Work

(From Our Manchester Correspondent)

Since last July, when it was announced that the Manchester Publicity Club was to have the honour of staging this year's Convention, it has become just an accepted fact that such was to be the case and, without any exaggerated display of enthusiasm, there has been a quiet confidence that, in due course, Manchester would "deliver the goods." The confidence is still there, but now there is added to it the enthusiasm so needful to stir up the energies of those upon whose efforts the results depend.

Finance First

The first Convention Committee to meet was the Finance Committee—rightly so, too, because upon its efforts the work of all other Committees is dependent.

First of all, it was laid down that as this year is to see a "Lancashire" Convention, the appeal for subscriptions must be confined to the county—although, naturally, subscriptions from other sources are not likely to be refused! With this object the Finance Committee's schemes were mapped out, and it is betraying no secret to say that things are proceeding "according to plan" with not unsatisfactory results.

The Social and Entertainments Committee was the next to get busy, and a skeleton programme was carefully hammered out.

Then the Tours and Sightseeing Committee followed suit, and last week a small sub-committee, representative of these two Committees, visited Blackpool to fix provisionally the location of the various events.

The Organising Committee met to co-ordinate the efforts of the other Committees, and the Propaganda Committee—newly formed—is just getting into its stride.

Every Member to Work

Other Committees will shortly be appointed, and gradually the enthusiasm is spreading until, within the next few weeks, every member of the Manchester Publicity Club will be prepared for his allotted task in the scheme to make the Convention good for advertising, good for trade, and good for the delegates.

On Monday it was decided to open Convention offices immediately, and premises were secured on Tuesday morning. Through the splendid co-operation of the Manchester Corporation Electricity Department and the G.P.O. Telephone Department, lighting and heating arrangements were completed and the telephone was installed on Tuesday afternoon. On Wednesday morning the offices were furnished by Messrs. Simpoles, Ltd., and the same afternoon the staff was at work.

For all Convention purposes wherein Manchester is concerned, communications should be addressed to the Honorary Organising Secretary, British Advertising Convention, Commercial Chambers, 47, Corporation Street, Manchester.

PHILADELPHIA PLANS

"Advertising as the Stabiliser of Business"

The theme of the A.A.C.W. convention will be "Advertising as the Stabilizer of Business."

"We will present men of prominence from seven fields on these general programmes," said Mr. Charles, Chairman of the Programme Committee, last week. "These seven are finance, industry, transportation, agriculture, manufacturing, education and advertising. We hope also to have a woman speaker, as we did at Houston, and have sent an invitation to one of the most prominent women in American public life. Invitations are out to men of prominence in every one of the other six fields, and I hope within the next two weeks to be able to announce a number of acceptances.

Mr. C. Harold Vernon, the honorary international vice-president of the A.A.C.W., and one of the most prominent men in British advertising circles, accepted our invitation of a place on the general program when he was in the country a few weeks ago."

Particulars of registration for British visitors to the Philadelphia Convention, suitable sailings, fares and hotels, are now being prepared in the form of a pamphlet and will be circulated within the next few days.

All registrations must be made through the Advertising Association (District 14, A.A.C. of W.), Sentinel House, Southampton Row, W.C.1, and those desirous of joining the delegation should send in their names at once.

The Poor Richard Club, assisted by the Women's Advertising Club and Junior Advertising Club of Philadelphia, are this year's hosts, and delegates can rely on a programme of useful and valuable business sessions, and that full measure of hospitality and entertainment characteristic of our American friends.

The whole round trip can be accomplished in just over three weeks, at a cost for transit and hotels of approximately £75 to £85, travelling by one class cabin boat. Any extra expenditure is, of course, a personal matter of the individual delegates.

Philadelphia is expecting a record delegation from District 14, and making very special arrangements for the British delegates.

Australia Should Advertise

"For some reason or another Australia has always been unduly depreciated in world opinion, partly because Australians have never learned the art of advertisement, as it has been perfected in America." So said Viscount Burnham in a paper on "Australia as I Saw It," read on Tuesday evening before the Royal Colonial Institute, Charing Cross, W.C. On the whole, he continued, Australia was the best country he had seen for its size, climate, and immunities from most of the ills to which humanity was heir.

IF YOUR SELLING MESSAGE

is to reach

People of Influence and Wealth

YOU MUST SEND IT THROUGH THE "POST"—

The Morning Post.

The Medium par excellence for Goods of Quality

READ BY THOSE WHO COUNT

Morning Post Building,
346, Strand, London, W.C.2.
Telephone, City 1500.

PERCY WATSON,
Advertisement Manager.



BROADLY

The success of the "Eat More Fruit" Campaign, the wide field covered, and the many phases of Advertising employed to spread the message of the slogan—emphasise the wisdom and foresight of placing the conduct of a campaign of this unusual size and character in the hands of a House of standing and capacity.

We cordially invite Principals to ca

MATHER & CROWTHER LTD., 10-13



PLANNED

No avenue of publicity has been left unexplored, no occasion allowed to pass, which might profitably help forward the objects of the Advertising Plan. This great co-operative Advertising effort by Press and Poster, by Retail Appeal and General Propaganda, owes its Success to the enlistment of the experience, resources, and organ-ised work of this House.

us and see the work being done.

NEW BRIDGE ST., LONDON, E.C.4.

Ad. News in Brief

"Yorkshire Evening News" Changes Hands—Official Registration of the Advertising Association—Display Men to Meet at Oxford—Public's Cash Votes for Underground Posters—Prominent Newspaper Men Dead

The Chancellor's Epigram

"Many forms of taxation should be considered but few chosen" said Mr. Churchill, Chancellor of the Exchequer, in the House of Commons in answer to a question on Tuesday.

New I.S.A.C. Councillor

Mr. Herbert Peacocke who is again acting as Press director for the Birmingham section of the British Industries Fair, has recently been elected a member of the Council of the Incorporated Society of Advertisement Consultants. He has taken new offices at 65, Chancery Lane, W.C.2.

Leeds Newspaper Changes

The ADVERTISER'S WEEKLY learns that the *Yorkshire Evening News* has been purchased by the *Daily Chronicle*. Mr. F. C. Macaskie, managing director of the *Yorkshire Evening News*, is likely to become a director of the *Daily Chronicle*. Mr. C. A. McCurdy and Major Lloyd George will become directors of the *Yorkshire Evening News*, of which Mr. Macaskie will remain in charge, with Mr. R. W. Crabtree as general manager.

The Advertising Association

The official registration of the Advertising Association is reported in the *Advertiser's Gazette* on page 282 of this issue.

It will be seen that the following are members of the committee until October 1, 1926:—Lt.-Col. E. F. Lawson (President), Mr. C. Harold Vernon (Vice-president), Mr. A. Chadwick (Treasurer), Mr. A. Milne (Hon. Secretary), Mr. P. Benson, Mr. E. A. Field, Mr. G. A. France, Mr. S. A. Hirst, Mr. W. H. Hartley, Mr. S. H. Perren, Mr. T. Russell, Mr. W. Smith, Sir William H. Veno, and Mrs. E. M. Wood.

Display Convention

The British Association of Display Men is holding its Convention at Oxford, September 6 to 8 this year. The meetings will be held in Balliol College. Secretaries of committees are: Reception, Mr. Hitchcox; entertainment and programme, Mr. P. D. Chapman; publicity, Mr. Barltrop.

Advertising Prize

The London Chamber of Commerce Annual Prize for Advertising, which was won at the last senior examination by Mr. Gordon J. Redgrove, was presented to him by the Duchess of Atholl at the prize distribution at the Mansion House on Friday last.

Most Popular Posters

Judging by the public demand, the most popular posters issued by the Underground Company last year were: J. H. Dowd's "Spring," Walter Spradbery's "Autumn Tints," the late E. R. Frampton's "The Open Road," and Lamorna Birch's "Spring." Of recent years the poster in greatest demand has been Fred Taylor's "Heart of the Empire," an aerial view of Whitehall and its environs.



An ingenious prestige appeal for electric lighting

Lt.-Col. A. H. Moody dead

The death is announced, at the age of 50, of Alderman Lt.-Col. A. H. Moody, C.B.E., deputy Mayor of Stourbridge and Mayor of the borough for three years (1921-2 to 1923). He was editor and proprietor of the *County Express*, Stourbridge. He addressed the Newspaper Executives' Department at the Harrogate Convention in "The development of provincial weekly newspapers' advertising."

Mr. H. C. Lea

The funeral took place on February 3 of Mr. Hugh Cecil Lea, proprietor of the *Wine and Spirit Trade Record*, who died after a short illness at the age of 56. From 1906 to 1910 Mr. Lea was M.P. (Liberal) for East St. Pancras, and for some years afterwards was a member of the L.C.C. He took over the proprietorship of the *Wine and Spirit Trade Record* in 1897, and was ably assisted in its direction by the late Mr. James Hiscox.

Big Business

The second of the big London stores businesses to announce its results for the past year is Selfridge & Company, which is able to record a jump of over £100,000 in net earnings on the year. The net profit is declared as £504,160 before allowing for income tax, for which £45,000 is reserved. Allowing for the fact that formerly profits were shown after charging income tax, the actual increase in earnings on the year amounts to £108,744.

The preliminary results of the year ended January for Harrods Stores, also issued this week, show an increase of £54,415 over the preceding year.

New Agency

Mr. B. H. Hart has established a Service Agency at Cornwall Buildings, 45, Newhall Street, Birmingham. Rate cards are wanted.

City Office

The Westminster Advertising Service, Ltd., have opened a City Office at 20, Copthall Avenue, E.C. 1, for specialising in company prospectuses and all classes of financial advertising. Mr. Derb Berry, who has had over 20 years' experience in financial publicity, is in control of this department. Rate cards are wanted at this office.

Australasian Developments

The Goldberg Advertising Agency, Ltd., of Wellington, New Zealand, which has branches in Auckland and London, has now opened a branch in Sydney, N.S.W. The New Zealand agency, of which Mr. Frank Goldberg is governing director, has been operating successfully for some years. The Australian company is under the management of Mr. Raymond Levy, with whom is associated Mr. P. A. Morse.

Tully-Crabbe, Ltd.

Mr. W. G. Tully, the founder of Tully's, Ltd.—now Tully-Crabbe, Ltd., Newcastle-on-Tyne—severed his active connection with the firm on becoming Northern Advertisement Manager of the Newcastle Chronicle, Ltd., last May.

I.P.S. Annual Dinner

The annual dinner of Industrial Publicity Service, Ltd., was held recently at the Rendezvous Restaurant, W., under the chairmanship of Mr. Ll. B. Atkinson. The steady progress of the company was briefly mentioned by the Chairman, and also by the Managing Director, Mr. T. C. Elder.

Winter Holidays

Mr. Alfred Bates, Managing Director of Alfred Bates and Son, Ltd., having returned from his annual winter holiday, spent in the South of France and Italy, his son is leaving for a short holiday at St. Moritz.

Thermogene

Discussing a Thermogene poster in last week's issue, Jacques d'Evril wrote that "the name in question eannot be legally protected." Our contributor now learns, however, that while this was the ruling of the first Court at which the case was heard, on appeal it was laid down that as the one firm had been manufacturing branded "Thermogene" for a long time the name was solely theirs.

Rate Cards Wanted

A. J. Donaldson, 1A, The Cloisters, Temple, E.C. 4, wants rate cards of all publications.

Gilmour and Dean, Ltd., 50, North Hanover Street, Glasgow, C. 1, want rate cards and specimen copies of newspapers, magazines, and trade journals.

Space in "Ideas"

Special attention is drawn to the *Ideas* advertisement on page 288. After we had gone to press with that page, we learned that all available space for February 27 issue of *Ideas* had been booked. Advertisers who wish to book space for March 6 issue should send in their copy by February 20.

SHEFFIELD'S TRADE REVIVAL

"Sheffield has started this year with better prospects than at any time for the last four years."

—The Right Hon. Stanley Baldwin, M.P., Prime Minister, in a speech at Sunderland on January 27th, 1926.



Photo.] [*Russell, London.*

NEED ONE POINT THE MORAL?

Don't let rivals capture your trade in the great South Yorkshire and North Midland Markets.

Advertise now in the

SHEFFIELD INDEPENDENT

(Morning)

SHEFFIELD MAIL

(Evening)

THE PROGRESSIVE PAPERS

EMPLOYED BY ALL SUCCESSFUL ADVERTISERS.

This area, where the sale of these papers is most heavily concentrated, is universally admitted to be one of the most fruitful fields for advertising purposes in the Country.

Sales are right! Rates are right!

SHEFFIELD:
"*Newspaper House, Fargate.*"

LONDON:
"*Newspaper House, Fleet Street.*"

The Prince and the B.I.F.

Speech at the Opening Banquet to be Broadcast

ON the occasion of the banquet which the Government is giving at the Mansion House on Monday to celebrate the opening of this year's British Industries Fair, the speech of the Prince of Wales, the principal guest, will be simultaneously broadcast from the London station of the British Broadcasting Company at approximately 9.30 p.m. The Prince of Wales will propose the toast of "The British Industries Fair." Other speakers will include Sir Philip Cunliffe-Lister, President of the Board of Trade, and Sir Austen Chamberlain, the Foreign Secretary.

Unusual interest in the forthcoming Fair has been aroused both at home and abroad, and an exceptionally large number of inquiries regarding the Fair have been received by the Department of Overseas Trade. Buyers from no less than thirty different countries have intimated their intention of visiting the Fair, and particularly large numbers of buyers are expected from Canada, the United States and Holland.

The Fair opens at the White City, London, and at Exhibition Buildings, Castle Bromwich, Birmingham, on Monday, February 15, and will continue until February 26. For the first time in the history of the Fair, so far as the London section is concerned, the public is to be admitted after business hours, *i.e.*, between 5 p.m. and 8 p.m. each evening and after 1 p.m. on Saturday, February 20, at a small charge.

Community Advertising in 1926

THE Brighton Publicity Committee has adopted a new poster advertising the town which presents a view of the front looking westward from West Street. Photographic snapshotters will have a chance of spending their holidays at Brighton very profitably this year. The local publicity department are about to launch a competition for the best photographs of the town taken this spring and summer, and very handsome money prizes will be awarded for the best results. It is felt that there are many attractive points of view that are not represented in the regulation "views" of Brighton; and it is confidently expected that the competitors will discover them. The best photographs will probably be exhibited not only in Brighton but elsewhere later on, and will also, no doubt, find a place in future Brighton guide books.

Seeking for Residents

At the annual meeting of the Isle of Wight Chamber of Commerce, Colonel Hobart, D.S.O., was re-elected president, and Mr. T. Ross Pratt was re-appointed honorary secretary. The Chairman referred to the success of the activities of the All-Island Advertising Committee, which were largely responsible for the record number of visitors who came to the Island last season, and said the committee were directing their attention to extending the visitors' season and to attracting more residents to the Island. Mr. H. B. Fowler said that a film of the Island was to be shown in America and on liners crossing the Atlantic. They had finished the year with a substantial balance, but could make good use of much more money. They wanted, if possible, to get the Island included in the places named in the newspaper advertisements of the "Sunny South."

Llanfairfechan Urban District Council, in response to a request by the Town Improvement Association, who reported that remarkable results followed their advertising campaign last season, have decided to allocate a penny rate for a more ambitious advertising scheme in conjunction with the L.M. and S. Railway Company.

Scottish Schemes

Advertising schemes are being considered and fixed up in connection with a number of the favourite summer resorts on the East Coast of Scotland—from Nairn and Cruden Bay in the North to North Berwick in the South.

Aberdeen is likely to come out stronger than ever this year because of the increased facilities for enjoyment which are being provided at the beach esplanade, where a "fair ground" has been laid out.

The Aberdeen Corporation will lead the way in booming the attractions of the city, its golf course, sea bathing, public parks and gardens, and the recently-acquired estates of Hazelhead and Hilton. The advertising of the attractions will take various forms, but one which is likely to retain its popularity is the book issued by the Corporation, entitled, "The Silver City by the Sea."

Montrose is another place which is looking forward to the summer visitor season. While it has done something in the way of advertising its attractions, it is felt Montrose might, with much advantage to its inhabitants, do a good deal more.

The Bingley Chamber of Trade, which has organised several successful concerted shopping efforts recently, is endeavouring to bring Bingley to the fore once more. In this instance it is proposed to organise a Spring Show Week, to be held from March 13 to 20. In previous years it has been customary for the individual shopkeepers to hold their shows at different times. The proposed slogan is, "Buy it Better in Bingley."

COMMUNITY ADVERTISING (contd.)

Dawlish Traders' Scheme

When Dawlish Chamber of Trade recently discussed their advertising scheme, Mr. J. A. Sampson (hon. secretary) appealed for more general support than was received last year. The committee again suggested co-operating with the Great Western Railway Company in a Press advertising scheme, and he thought there should be no difficulty in raising £100. The company would double any contribution they made.

Mr. F. G. Avant moved that the Urban Council be asked to increase their grant towards advertising from £35 to £50. The Chairman (Mr. J. H. Lamacraft) expressed his pleasure that this motion should come from a councillor who was in charge of the Council's spending department. The motion was carried.

CARDS ON THE TABLE

Advertiser Tells Retailers Everything about the Campaign

VERY complete information regarding their advertising programme for the period February to June this year is given by D. & W. Gibbs, Ltd., in a twenty-page portfolio sent to every chemist and druggist in the kingdom.

In addition to reproductions of full pages and other large space advertisements for Gibbs' Dentifrice, Gibbs' Shaving Cream, and Gibbs' Cold Cream Shaving Soap, there is a detailed week by week schedule of advertising. This gives names of periodicals, dates of insertions, sizes of spaces, and estimated circulations. It will enable the retailer to co-ordinate his efforts with Gibbs' advertising.

The total expenditure in five months is given as £30,000.

This covers eight national daily newspapers, twelve women's weeklies, fourteen monthly magazines, ten illustrated weeklies, seven popular weeklies, and thirteen dental, medical and nursing papers.

Specimens of the advertising reproduced in the portfolio reveal a freshness and ingenuity of appeal both in design and copy. The slogan, "Your teeth are ivory castles—defend them with Gibbs' Dentifrice," is illustrated by some striking designs.

Strung from the left-hand top corner of the portfolio is a small tag which bears the message, "Please read me and hang me up for your future reference."

The portfolio, which is attractively produced in two colours, is the work of Saward, Baker & Co., Ltd., who are handling this account.

When you advertise in the "Sunday Pictorial," you are broadcasting in print.
Circulation 2,000,000 Copies

In Farming, the Trade Paper is the Home Paper.

The Farmer's Home

Is, of all well-to-do homes, the farthest from shops.

It is also the farthest from town amusements and distractions.

It is there that the weekly paper is most closely read.

The standard of comfort being high, the farmer and particularly farmers' wives and daughters, are buyers.

It is a market completely covered by the

Farmer & Stock-Breeder
AND
AGRICULTURAL GAZETTE

The Trade Journal of England's greatest single industry, and read by practically every farmer of standing in the country.

Net Sales over 100,000 copies weekly.

£80 per page—approximately 4d. per inch per thousand.

Proprietors: MACDONALD & MARTIN Ltd.,
Lennox House, Norfolk Street, Strand, London, W.C.2.

Get your Advertisement into more than 100,000 such homes each week.

Advertisers should note

There is no greate Whole World fo

DAILY ONE ANN


HOMES for CHILDREN in ENGLAND

The Times of India

ESTABLISHED 1838.

CIRCULATION LARGER THAN THE COMBINED CIRCULATION OF ANY OTHER THREE DAILY NEWSPAPERS IN NORTHERN, SOUTHERN, CENTRAL OR WESTERN INDIA.

NO. 13. VOL. LXXXIX, BOMBAY; FRIDAY, JANUARY 15, 1926. PRICE ONE A

ELLERMAN'S CITY & HALL LINES

N. Y. K. LINE REGULAR SERVICE to Japan via SINGAPORE HONG KONG & SHANGHAI

O. S. K. LINE REGULAR SERVICE TO JAPAN VIA SINGAPORE HONGKONG & SHANGHAI

THOS. COOK & SON LIMITED

UNITED NETHERLANDS NAVIGATION COY HOLLAND BRITISH INDIA LINE.

P. & O. BRITISH INDIA MAIL & PASSENGERS SERVICE

IMPERIAL BANK OF INDIA.

JEWELLED BROOCHES.

CERTIFIED NET SALE

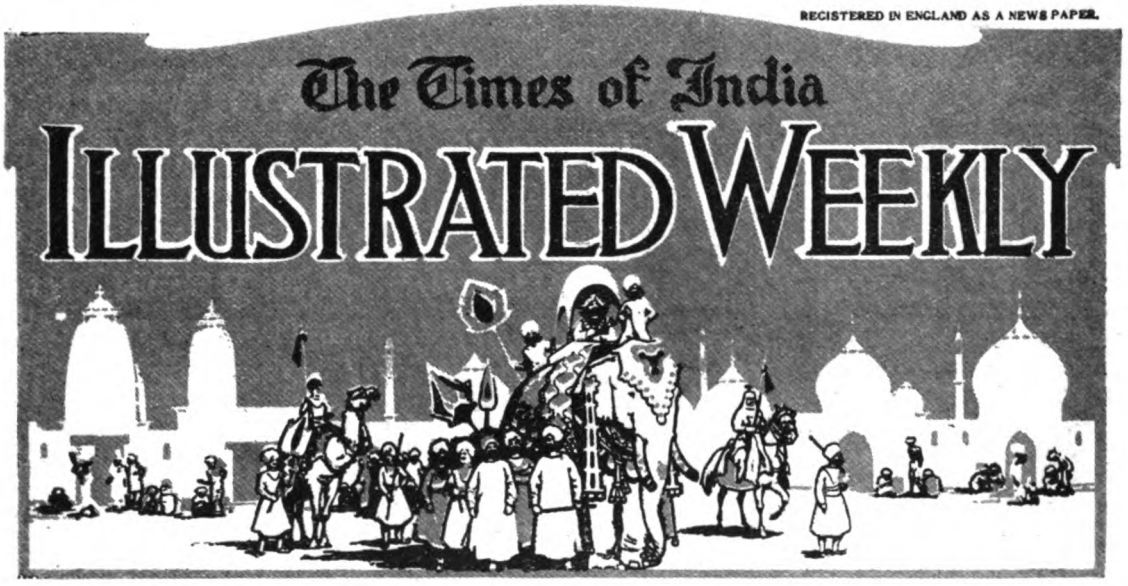
Largest of any Daily Pape in Northern, Southern, Centra and Western INDIA

PREMIER ADVER FOR YOUR PRE

Circulation Map, Specimen Copies and other particulars from yo 187, Fleet Street, London, E.C.4. Telephone: CENTRA

Overseas Market in the British goods than India.

PUBLISHED EVERY SUNDAY



CERTIFIED NET SALES

Largest of any Weekly Pictorial Newspaper in India, Burma, Ceylon or any other part of the East.

TISING MEDIA
MIER MARKET.

lvertising Agent, or W. T. COULTON, The Times of India,
74. Telegrams: "INDIADABAD," London.

D



When

R·I·N·R

investigate an advertising problem

they focus upon it the triple view-finders of

Policy
Pen *and*
Pencil.

New viewpoints, new copy, new illustrations—are what they seek in every commodity they are asked to advertise.

"The lamp with two skins" and "Bright as Sunlight, Soft as Moonlight," are two happy slogans originated to advertise the Cryselco Opal Lamp.

If you feel the need of a new viewpoint in your advertising, some unusual method of approach, let us tell you more about our views and our methods.

A preliminary consultation implies no obligation.

Our latest folder "GOLDEN FRUIT" is FREE to Executives.

Ruddock, Noller & Ruddock,

Specialists in the planning and placing of advertisements,

3, OLD JEWRY, CHEAPSIDE, E.C.2.

Telephone: Central 4202.



Project for a New Advertising Club

Meeting to be held on February 23

A MEETING to arrange for the formation of a new Advertising Club in which the Fleet Street Club will be interested is to be held on February 23.

"The need for advertising men to have club premises conveniently situated has been a pressing matter in London for many years." This was the opening remark made to a representative of the ADVERTISER'S WEEKLY by one of the promoters of the proposed club. "About that there is no doubt whatever."

"The idea of a New Advertising Club began less than a year ago, and the response to a circular which was not very widely distributed was remarkable.

"The general cry was 'Give us a home; somewhere we may meet—we of the rank and file—where we may exchange views, have social intercourse and generally help ourselves to become better advertising men.'"

Under One Roof

Explaining further the development of the new club, the official explained that the initial movement was made by the officers of the Fleet Street Club, the oldest advertising club in the world, but one which in this country caters mainly for the representatives of newspapers and periodicals. They felt that the time had arrived when two clubs representing the whole advertising business could get together under one roof. Immediately those men who are responsible for the actual production of advertisements responded.

The only difficulty that stood in the way was that of securing suitable premises, and in the work of negotiating a desirable building the Fleet Street Club has rendered maximum service.

In response to the query of the ADVERTISER'S WEEKLY representative as to how the two clubs will work together, the reply was:

"To all intents and purposes we shall be one organisation. The new club being a rank-and-file club can have no interests in opposition to the members of the old Fleet Street Club. They meet each other every day in business. All of them are out to advance the interests of advertising and the only difficulty in the past has been the absence of any common ground upon which to interchange their respective viewpoints."

"We have got so far with the proposed arrangements that the New Advertising Club is calling a meeting which is open to everybody interested in any branch of advertising, whether it be agency offices, printers who print for advertising, process engravers who deal with advertising matters, advertising managers of manufacturing concerns or any of the other allied interests.

"A very big attendance is expected and every arrangement is being made to notify those whose addresses are available.

"Unless the promoters are extraordinarily optimistic, the club will be floated on that occasion. It will appoint its committee to carry forward with the Fleet Street Club Committee final arrangements as to tenancy of premises and control of catering arrangements.

The Aims

"The ultimate result," said the official, "is that for the first time in the history of Fleet Street there will be a place where everybody, irrespective of income or position, will be able to have lunch and tea and enjoy the amenities of club life within their own neighbourhood.

"Most definitely the club is not in opposition to any existing organisation. Fundamentally, it is designed to be a social club, but its promoters are not lacking in ideals. They propose to arrange educative movements. The enthusiasm for it is one of the signs of a new forward movement in the advertising business.

"The only point outstanding," he concluded, "is how many people will attend the meeting which has been provisionally fixed for February 23. The place of it will be announced in your columns next week."

Sermons in Advertising

GRANDPA KRUSCHEN formed the "text" of an effective address delivered by the Rev. A. S. Berey at a recent meeting of the Salisbury Brotherhood.

The Rev. A. S. Berey referred to the general lack of an appearance of joy in religious meetings, and dealt with the necessity for cheer. Taking as his subject "Grandpa Kruschen," he drew the analogy between the idea at the back of the advertising pictures and headings of that well-known remedy and the attitude towards life of the people of to-day.

The old idea in advertising was to draw doleful pictures of the ills of life, "Every picture tells a story," for instance. That was purely a negative attitude. But Grandpa Kruschen dealt with the joyful side of life, the happy, vigorous attitude which each Christian should experience in his every day existence.

It was not a good advertisement of Christianity to be doleful and despondent, to be snappy and short-tempered. They should commence each day in the right way, and end it similarly. If they felt dull and despondent it was not only something wrong with their liver, but probably with their religion as well. Let each day start with some bright thought, some experience of the goodness of God, some prayer for guidance and help in the affairs of the day, and throughout the day they would be able spiritually to experience "that Kruschen feeling" of which the advertisement made so much.

The other Kruschen advertisment caption might well be applied to them then: "Who's been neglecting his daily dose?" The daily communion with God the Father should never be neglected. Let them never forget that from these things in the newspapers and on the hoardings they could draw lessons for their daily lives. The joyfulness of religion was one of its attributes, and should be more and more insisted upon. Whenever they saw Grandpa Kruschen depicted in their newspapers let them apply the lessons there taught to their religious life, and the world would be the happier and brighter for them all.





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erywhere

well-to-do; free spenders; want the comforts and the 'extras' of life—the things 'a little bit better.' However leisurely their Sunday, they have at least one appointment. It is with that cheery, literary journal, the *Sunday Chronicle.* Why not make it a business appointment? *They* won't mind—it is always such a very pleasant interview, and they are not in a denying vein on Sunday





hronicle

of the Well-to-do



THE WESTMINSTER ADVERTISING SERVICE LIMITED

26 BEDFORD STREET, STRAND, W.C.2,

have pleasure in announcing that they have opened City offices at

20 COPTHALL AVENUE E.C.

(Telephone: London Wall 4474.)

This Branch (under the control of Mr. Derb Berry) is opened for the purpose of specialising in Company Prospectus, Company Meetings and every phase of Financial Publicity, and to assure our clients and prospective clients a city service of experts, which we venture to believe will be the means of further augmenting the well-known service we give to all our clients.

WESTMINSTER ADVERTISING SERVICE LTD.,

26 Bedford Street, Strand, W.C.2.

Regent 8020 (6 lines).

Publication Notes and News

"Express" Dance

Costumes representing many well-known advertisers were seen on Friday at the Imperial Hotel, where a carnival dance organised by the staff of the *Sunday Express* and *Daily Express* was held. An interesting interlude was a slow-motion demonstration of the French tango by Mlle. Gaby and John H. Shurman, the exhibition dancers, while the proceedings were rounded off with a cabaret show by the Chez Nous Follies and band from the Queensborough Club, South Kensington. There were 500 present.

Hair

"The First Grey Hair—a timely hint to business men," is the intriguing title of a new *Sunday Chronicle* folder. In it is reprinted a "beauty" article which appeared in the paper and pulled 250 inquiries. Hence the "timely hint."

Bottle Bulletin

A bright house organ is being issued by the United Glass Bottle Manufacturers under the title of the *Bottle and Glass Container Bulletin*. Its articles are thoughtfully written and well presented, and in the current issue the lighter note is struck by a typical Studdy study illustrating the slogan that "danger lurks in the milk can."

On-to-Canada

Canada is effectively "sold" to the right type of prospect in "Canadian Trials Revisited," by Eldred Walker (William Stevens, Ltd., 3s. 6d.). Mr. Walker is an expert on farming, and the practical chapters of this book first appeared as articles in the *Western Daily Press*.

A double-page spread, entitled "Canada invites you to share her national prosperity," was a feature of Monday's *Yorkshire Evening News*. The editorial matter was convincing, and the advertising columns were well used.

Cinema House Organ

An interesting and well-produced cinema house organ is the *Stamford Hill Cine-mag*, published weekly. It gives programmes and screen chat of all kinds, and is the work of the Eastern Counties Advertising Co.

Directory in a Newspaper

A useful feature has just been started in the *Essex County Standard*, in the form of a local business directory. Published each week in the paper, it gives the names, addresses and telephone numbers of traders under various business headings, a service which is appreciated both by the advertisers and readers. A 26-weeks' prepayment is insisted on for the users of this directory page, and this ensures its regular appearance.

"The Sunday News"

An attractive new make-up has been adopted by the *Sunday News*, and the paper has been enlarged to 20 pages.

Australian Mails

Lists of all sailings to and from Australian and New Zealand ports are given in the 1926 issue of the *Melbourne Argus* "Tables of the Australian and New Zealand Mails." Postage and cable rates, an official directory, and an excellent track-chart of the world are also included.

Art Curator on Posters

Mr. S. C. Kaines Smith, Curator of the Leeds City Art Gallery, after a tour of the posters on exhibition in Leeds, gives his verdict on them in the January number of the *Placard* (1s. 6d.), which is published by Messrs. Sheldons, Ltd. His considered conclusion is that "there is only one poster at present on the Leeds hoardings, and that is the poster which advertises the need of the University of Leeds for money for building purposes." This poster was also picked out for commendation in the ADVERTISER'S WEEKLY last November.

Net Sales

The *Daily Chronicle* net sale figures for the year ended January 25, 1926, have been certified by Messrs. Davies, Dunn & Co. as being 948,700.

The auditor's certificate for the *Daily News* net sale figures for the year 1925 gives the total as 619,787 daily, the figures for the *Star* for the same period being 674,478.

Changes in the Ideal Home Exhibition

A Theatre of Furnishing at Olympia

The tenth *Daily Mail* Ideal Home Exhibition will be held at Olympia, London, from March 2 to 27, and in many essential respects will be quite different from its predecessors. The arrangements in the main hall, annexe, new hall, galleries and minor halls are on fresh lines, while the principal features have been designed on novel plans.

At Addison Road entrance a court of fine furniture will contain elaborate rooms arranged by famous British firms. Fifteen gardens in the annexe will not only be varied in treatment and type, but will be so grouped as to give the effect of one great garden with winding paths. A notable feature of the new hall will be ten full-sized furnished houses ranging from an old-world mansion to a bungalow, and hard by is to be a land bureau at the service of the home-seeker.

A new attraction will be a "Theatre of Furnishing" in the concert hall. Just completed is an ambitious film depicting the romance of English period furniture, Jacobean, Chippendale and Sheraton, together with scenes showing how modern furniture is made. The pictures are of British filming, and their value will be added to by a lecture, and display actual rooms furnished on a stage to show how period furniture can best be displayed.

Glimpses behind the scenes of broadcasting will be given. The B.B.C. will erect a special Olympia studio, and on Tuesdays and Saturdays from 4 to 7 p.m. the 2LO programme will be actually broadcast from the Ideal Home Exhibition.



A NEW BEAUTY PROBLEM

THE DAILY DISPATCH is about to launch a Beauty Competition that is different.

Is the Town Girl or the Country Girl the more lovely? That is the new problem which the readers of the "Daily Dispatch" are about to settle. There will be awards totalling £600.

In the Bobbing and Shingling competition in the same journal last year there were more than 15,000 actual competitors and 596,179 voters. This shews feminine interest.

If you have anything to sell to the women-folk in the North sell through the

DAILY DISPATCH

The Greatest National Newspaper Outside London

City 2121

Tallis House, Tallis Street, E.C.4 & Withy Grove, Manchester

DAILY DISPATCH & EVENING CHRONICLE "THE SOWERS"

Wanted

CREATIVE LAYOUT ARTIST

His work with this organisation would be to originate new and effective arrangements of illustration and copy for press advertisements, booklets, etc.

He must be able to grasp the essentials of an advertising "proposition" and to visualise new and sales-getting methods of presenting them.

He need not be able to finish drawings for reproduction but must draw well enough to make his ideas clear to the artists who would complete the work.

He should have the fullest knowledge of the different methods of drawing for black and white reproduction, and familiarity with modern typography is desirable.

To the right man an interesting job is offered, with good remuneration and prospects.

Applications (which will be treated in strict confidence) should be by letter, stating experience and salary required and enclosing specimens of work done.

SAWARD BAKER
AND CO., LTD.
27 Chancery Lane
London
W.C.2

CLUB NOTES & NEWS

What's On

The following Club meetings have been arranged for the coming week :—

London, Hotel Cecil, 7 p.m., Monday, Mr. Robert J. Kelly, "Advertising Copyright."

Manchester, Midland Hotel, 1 p.m., Tuesday, annual general meeting ; Thursday, visit to Glasgow.

Regent, Regal Rooms, 7.30 p.m., tomorrow (Saturday), gala dance ; 7 p.m., Wednesday, "Electric light as a sales and advertising force," special demonstration by the Electric Lamp Manufacturing Association at Savoy Street, Strand.

I.S.M.A., Thursday, visit to Shredded Wheat Factory, Welwyn Garden City.

Glasgow, Grosvenor Restaurant, 1 p.m. to-day (Friday), Brig.-Gen. Sir William Alexander, "American Advertising" ; Thursday and Friday next, visit of Manchester Club.

Dundee Business Club, Draffen and Jarvie's Restaurant, 6.45 p.m. (dinner), 7.45 p.m. (address), Tuesday, Mr. Holbrook Jackson, "Business and Culture."

British Association of Display Men, National Cash Register Co. offices, Tottenham Court Road, W., 7.30 p.m., Thursday, Mr. B. Bailey.

Manchester — Another Successful Dinner and Dance

The annual dinner-dance of the Manchester Publicity Club was held last Friday at the Trafford Restaurant of the Midland Hotel, when nearly 100 members and their friends spent a thoroughly enjoyable evening. A special menu had been prepared, and the ladies of the party were enchanted with the favours they received. The proceedings terminated early on Saturday morning, when the opinion was expressed that the function had been even more successful than the one last year.

Glasgow—Mr. D. C. Cuthbertson on "The Empty Top Hat"

Mr. W. H. Harford should have been the speaker at the meeting last week, but he wired his regrets that he was detained in London. In his absence the President, Mr. D. C. Cuthbertson, deputised, and his paper with the striking title, "The Empty Top Hat," was listened to with keen attention.

Advertising, he said, must be approached from a thoughtful, straightforward and constructive standpoint and not in the spirit of the magician producing rabbits from an apparently empty top hat. In a campaign distribution came first, and advertising men could not know too much about it. The manufacturer must know about his marketing problems, and the campaign was only one of the links of the chain upon the welding of which success depended. They had to ask themselves if they could help manufacturers to sell more goods. If they could then they had succeeded : if they failed in this respect than no amount of talk about cumulative effects of advertising or the building of goodwill would do.

So far as Press advertising was concerned, every advertiser was entitled to know the actual number of copies of the paper sold. He should also know the quality of the circulation. Several newspapers supplied excellent information on these points, but more could be done to assist the advertiser.

The appeal was really the hinge of the campaign, and the good copy man had the power to make or mar the whole scheme. An ideal condition would be when the vast reading public could look upon the advertising columns as commercial news. Successful advertisers were truthful ; their goods were at least equal to the printed descriptions.

Ireland—City Commissioner on Advertising Dublin

Mr. Seumas Murphy, chief city commissioner, was the speaker at last week's meeting. He had for his subject the attractive one of "Advertising Dublin from Within," and explained the importance of the various civic services in attracting visitors and in developing a sense of civic pride in its own citizens. Dealing with the making of a clean and beautiful city, Mr. Murphy said that advertising Dublin from within was a big task—bigger than any advertising campaign they might be called upon to launch. He showed the various steps that had been taken by the commissioners since they assumed office, and mentioned some of the many attractive schemes they had in contemplation.

Mr. Brian D. O'Kennedy, who occupied the chair, reminded those present that Mr. Murphy had been an advertising man before he was raised to the high civic position he now occupied. Mr. T. A. Grehan proposed a vote of thanks, which was seconded by Mr. C. E. McConnell and supported by Messrs. Magill, Kenny and Brittain, chairman of the Pembroke Urban District Council. The publication of the address in pamphlet form and its circulation by the club was urged by Mr. Magill.

Leeds—Speeches, Mannequins, Cabaret and Dancing at Annual Dinner

The "Harrogate Convention" atmosphere was most welcome at the annual dinner of the Club which was held at the headquarters, Queen's Hotel, Leeds, on Friday evening. There were over 180 members and friends present.

Unfortunately, the chairman, Mr. Stuart Hirst, was prevented by illness from being present, but Mrs. Hirst and Mr. C. P. C. Hitchin (Vice-Chairman) received the guests.

A mannequin parade was one of the features staged by Madame Isobel, of London and Harrogate, and gowns, frocks, coats and wraps to the value of £6,000 were displayed. Mr. F. T. Morat acted as director of ceremonies.

Proposing the toast of "The Club," Mr. C. G. Gibson (ex-Lord Mayor of Leeds) said he could speak from experience of the value of a good Press, such as Leeds possessed, and could with authority say that the Lord Mayor was not averse to a little judicious publicity.

Mr. C. P. C. Hitchin, responding, read the notes of a speech prepared by Mr. Stuart Hirst, in which he said important decisions had been taken earlier in the day at the meeting in the Lord Mayor's rooms in regard to the Leeds Tercentenary celebrations. These were to have both their light and serious side. They would show progress made in their industries, education, the arts and sciences, and in civilisation since King Charles gave Leeds her first charter. Leeds was very modest in planning to spend £10,000, of which the

ADVERTISING TO THE CONSUMER AND RETAILER



The Draper

THERE are some 32,500 Drapers in the British Isles, out of a total population of 47,200,000.

With its nett sales above 3,000,000 copies per issue, and 9,000,000 readers each week The NEWS OF THE WORLD is read by one-fifth of the total population in these Islands.

These figures point to the fact that readers of **The NEWS OF THE WORLD include some 6,189 Drapers.** A further instance of the unrivalled value of this paper for your appeal to both consumer and retailer.

NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.

Don't go to London— go to Holland

(Geoffrey Holland & Sons, Ltd.)

FOR OKideas REG?

created from the brains of the world

HOLLAND'S

want to buy

ALL BRITISH O.K. IDEAS

and will pay at once

£50

for an original idea

which can be made in paper, wood or metal and manufactured to cost not more than 25/- per 1,000 for quantities of, or from

50 THOUSAND

to

5 MILLION

quantities.

Send for further particulars from

Geoffrey Holland & Sons, Ltd.,

Buyers, Controllers and Sellers of

GOODWILL ADVERTISING NOVELTIES,

Wellington Building, The Strand,

LIVERPOOL.

HOLLANDS ARE ALWAYS OPEN TO BUY OR SELL

OKideas

CLUB NOTES AND NEWS—(Cont.)

civic authorities would allot £5,500. The balance, which might not be called for, was to be obtained by a guarantee fund from manufacturers, merchants and citizens. Blackpool had decided, this week, to spend £20,000 on celebrating merely the jubilee of its incorporation. He wished to stress the importance of the Leeds event from the economic standpoint. The celebrations would form an object lesson of the value of carefully directed publicity, and he hoped the Corporation would set up without delay an aggressive campaign for a greater and more prosperous city.

Mr. T. Coombs proposed the toast, "The City and Trade of Leeds," and emphasised the point that in connection with the Tercentenary celebrations they should get away from the local view and go out to make the celebrations of world-wide importance. The Deputy Lord Mayor (Mr. H. Briggs) responded.

The toast of "The Ladies and Guests," was proposed by Mr. E. Osborn (hon. treasurer of the club), and Mrs. Stuart Hirst responded.

A popular feature of the dinner was the distribution by the stewards, after each course, of a present to the lady guests.

A concert programme, arranged by Mr. J. Robson Clayton, was provided in the Old French restaurant during the period when the ballroom was being cleared in preparation for dancing. And then to the rythmic strumming of banjoes and the musical note of the saxophones the members of the Publicity Club of Leeds forgot all about business and "let it rip."

Oxford—"The History and Production of Newspapers"

An interesting lecture was delivered by Mr. Claude Rippon, Editor of the *Oxford Times*, on Tuesday, his subject being "The History and Production of Newspapers." Mr. S. G. Hunt presided.

Mr. Rippon said Oxford had been concerned with newspaper work almost from the beginning, the *London Gazette* being published in the city when Charles II came to Oxford in consequence of the plague. That paper had gone on continuously ever since. Oxford had one of the oldest papers—*Jackson's Oxford Journal*, which was first published in 1753. Mr. Rippon went on to explain with lantern slides both old and modern methods of type-setting and the production of a newspaper, the great advances in type-setting and printing machinery being particularly interesting, as was a slide of the front page of the first issue of *Jackson's Oxford Journal*, now in the Bodleian Library.

Copenhagen—Developments inDanish Advertising

Following the London Convention of 1924, an advertising club was formed in Copenhagen as the result of the visit of an American delegate—Mr. W. G. Hildebrant, president of the Gotham Advertising Company of New York. Writing to Mr. Hildebrant recently, Mr. Sorenson, a Commercial Attaché at Copenhagen, states:

"As you probably know, there have been quite a number of developments within the Danish advertising field since you were here last; among which the organisation of an Audit Bureau of Circulations, and the organisation of a Danish Advertising Bureau, together with the establishment of an American Advertising Bureau are the most important. During the next year or two a considerable change in the attitude toward and organisation of Advertising Bureaux as well as of advertising mediums will undoubtedly take place, and I am of the opinion that the expected changes are both badly needed and highly desirable."

London—Visit to the "Daily Sketch" Offices

Some seventy members of the club accepted the invitation of the directors of the *Daily Sketch* and *Sunday Herald* to visit the firm's new offices last week.

The new *Daily Sketch* offices in Mount Pleasant, which are now fully occupied, are remarkable for the completeness of their equipment and their spaciousness.

Those who have never seen a modern newspaper's machine room would be astounded at the almost cathedral-like height of the aisles. These rooms at the *Daily Sketch* offices are 35½ feet in height, and the appearance of loftiness is increased by the clean whiteness of the walls and pillars. The vaults—if one may call them so—in which the paper is stored are equally imposing. There is a continuous stock of 1,000 rolls of paper, and room for a great deal more. This paper is fed by a system of overhead rails and hoists to the twelve machines (two more are shortly to be delivered) whose hourly output is 36,000 copies each.

Advertisers have been specially catered for in the arrangement of the composing room. Apart from a battery of Ludlows which ensure a new face for every advertisement, there is a complete range of all the most modern types, and any instructions, no matter how unusual, can be executed.

The offices are extraordinarily interesting as an example of the most modern "town-planning" in office lay-out. No one working there on a regular task has to take an unnecessary step; each section of each department follows on the one before in geographical sequence.

Birmingham—Mr. H. S. Booth

The speaker who replied to the debate at the meeting reported last week was Mr. H. S. Booth, General Manager of Tan-Sad, Ltd., not Mr. H. S. Bond as stated in error.

Bradford—Colonel F. V. Willey Appointed President

Colonel F. V. Willey, last year's President of the Federation of British Industries, has consented to become President of the Bradford Publicity Club during 1926. Col. Willey's strong personality will be a great asset to the Club, especially in view of the fact that he is a great believer in the powers of advertising. He is one of the directors of the *Yorkshire Evening Argus*.

Municipal Electrical Display.

The Halifax Corporation Electricity Department are displaying an effective advertisement of electrical products for the home. In a model house is shown everything, from artificial daylight to a table "toaster." Practical demonstrations are given of every exhibit, including the cooking utensils, a service which is appreciated by the housewives of the town.

"Successful Advertising"

by

PHILIP SMITH

"Successful Advertising" is **A PRACTICAL MANUAL ON ADVERTISING** containing facts and principles based on Mr. Philip Smith's 36 years' personal experience with a great variety of products. It includes also **A TECHNICAL REFERENCE BOOK** on Printing, Blockmaking, Typography and general information relating to poster sizes, type sizes, paper sizes, etc., and **THREE STATISTICAL GUIDES** compiled to assist the advertiser in planning his campaign and organising his distribution, viz :

(1) PRESS GUIDE : showing circulations, sizes of pages and columns, screens for blocks, price per page and per inch, and rates per column inch per thousand.

(2) TRADERS' GUIDE : showing population, market day, industries, and numbers of various classes of retailers in each County and Town in England and Wales.

(3) GUIDE TO CLASS DISTRIBUTION : showing population of each Town and County in England and Wales classified according to incomes and occupations.

A FEW OF THE PRESS OPINIONS:

DAILY MAIL: "During 47 years' practice Smiths' Advertising Agency has garnered a great store of knowledge of the craft of printed salesmanship. These years of practical experience are admirably epitomised in 'Successful Advertising.' Lucidly written and admirably arranged, it covers the whole ground of present-day publicity practice with a thoroughness which makes it as valuable a guide to experienced advertisers as to the tyro."

DAILY NEWS: "The advertiser or practical advertiser will find all he wants to know within its 200 well arranged and effectively illustrated pages."

SUNDAY TIMES: "Mr. Smith has brought the experience of 37 years' practical work to bear on explaining the art of advertising, and the result is a compact guide invaluable to all firms who advertise in any shape or form."

EVENING NEWS: "Nobody has a better right to lay down the principles of successful advertising than the principal of an advertising agency which has successfully practised them for nearly half a century. The experienced advertiser and the novice will both, therefore, regard with respect Mr. Philip Smith's new volume 'Successful Advertising,' and both will find in it very valuable advice and help in the planning and preparation of modern publicity campaigns."

WESTMINSTER GAZETTE: "Mr. Philip Smith gives a great deal of information on 'the public.'"

THE STAR: "A mass of useful and illuminating information."

PUBLIC OPINION : "Packed with information which the business man keen on advertising will find of great service."

OBSERVER : "Should serve the very good purpose the author has in view."

DAILY TELEGRAPH : "In the old days a good father sent his son out into the world primed with sound admonitions and precepts. Mr. Philip Smith has modernised the idea, and he has written an entire book as a means of intorducing his son, a representative of the third generation, into the offices of Smiths' Advertising Agency. 'Successful Advertising' is crowded with maxims that this young man will surely study with profit. but it is well that he should share with the public such a concentration of practical knowledge, human understanding, and wise philosophy as may be found in this handsome production."

SHEFFIELD DAILY TELEGRAPH: "A remarkable book full of interesting and useful information based on the lesson taught by 37 years' experience. At the end of the book there is a vast mass of statistics that has evidently been compiled with much patient care and industry."

SHEFFIELD TELEGRAPH : "A host of information useful to both experienced and potential advertisers."

DAILY EXPRESS : "By one of the most experienced men in advertising to day."

SUNDAY MAIL: "Everybody who has something to sell the public will learn something from 'Successful Advertising.'"

DAILY CHRONICLE: "Encyclopædic in its advice to manufacturers, wholesalers and retailers."

MANCHESTER DAILY DISPATCH: "Full of good advice."

MANCHESTER EVENING CHRONICLE : "Mr. Smith has set down valuable lessons gained in his long experience."

WESTERN MORNING NEWS.—"This is a super-efficient book for the purpose it sets out to fill."

BRISTOL TIMES & MIRROR : "The advice to big and little men is sound and most interestingly written."

PRICE **10/6** Obtainable from

"The Firm in ~~100~~ SAA *a Hundred."*

Smiths' Advertising Agency Ltd.

PUBLICITY HOUSE,

100, FLEET STREET, LONDON, E.C.4.



RUSH

TYPESETTING
STEREOTYPING
and PRINTING

RUSH Orders—large or small—never disturb our organization. It is planned to stand up to them—and does. It is part of the Service we render to Advertising Agents every hour of the day

C. & E. LAYTON,
56, Farringdon St., E.C.4
Telephone - - - - Central 3948

Set in Cooper Black & Garamond Italic

DO YOU WANT—

An energetic young man experienced in marketing and selling proprietary articles? He requires a position of responsibility with agency of repute where original ideas and proved selling ability can be utilised for extending and developing business. First-class references. Apply

BOX 43,
"Advertiser's Weekly,"
66, Shoe Lane, E.C.4

TO ADVERTISING MANAGERS

Do Yourself Good and Your Firm a Kindness by writing personally to

A. F. Sergeant, F.R.S.A., LILYWHITE, LTD., TRIANGLE, HALIFAX,

for details of Photographically Compelling Sales Increases. Patented and Registered.



Those present at the opening of the Nottingham Publicity Club included :
Front Row (seated) : Sir Harold Bowden, Lady Higham, The Mayor of Nottingham (Ald. Chas. Foulds, J.P.), Lady Bowden, Sir Charles Higham
Back Row (standing) : R. S. Johnson (Nottingham Guardian), K. Baron Hartley, F. G. Harradence (Advertiser's Weekly), Miss M. V. Ramsden (Hon. Sec.), G. Green (Hon. Treas.), Andrew Milne, R. W. Derwent (Chairman), T. S. Bavin (Nottingham Guardian), H. E. Popham (Nottingham Guardian), D. Eley (Vice-Chairman)

Nottingham Club's Record Send-Off

Enthusiastic Inaugural Meeting—1927 Convention Hint

THE Publicity Club of Nottingham was successfully launched at an inaugural meeting held in the Exchange Hall, on Thursday evening last week. A very large attendance was presided over by the Mayor (Ald. C. Foulds).

The Mayor said that, as chief citizen, he could not be engaged in a more useful work than this, for anything that tended to improve the trade of the city was bound to appeal to the Mayor. He was only doing his duty to the citizens by giving his support to this movement. He came there as a convinced advertiser. When he settled in Nottingham 35 years ago he was a complete stranger to the city, but he built up a business by advertising.

Developing Civic Pride

Sir Charles Higham said he wanted Nottingham to form a club that would be worth while, that would do something for Nottingham by developing its pride, stimulating its business, and lessening its unemployment. The Government was doing its share ; every town must do its share too.

Sir Charles traced the history of the advertising club movement, which started in the United States. The Americans decided that the best thing to do was to form clubs in different towns in order to exchange ideas on a subject that few people in those days believed in. The movement ultimately became worldwide. In 1910 three or four Englishmen went to the United States to see what it was about, and afterwards formed what was called "The Thirty Club," and this had been the father of most of the other clubs.

We were learning, continued Sir Charles, to sell better. We were learning that advertising was a science, that it reduced the cost of production by moving goods more rapidly into the purchasers' hands. The newspapers were "pulling" better results than they had ever done before. Every advertisement that appeared to-day was for reliable goods guaranteed both by the maker and the newspaper, and as a result the public had gained confidence in advertised goods and were buying more and more of them.

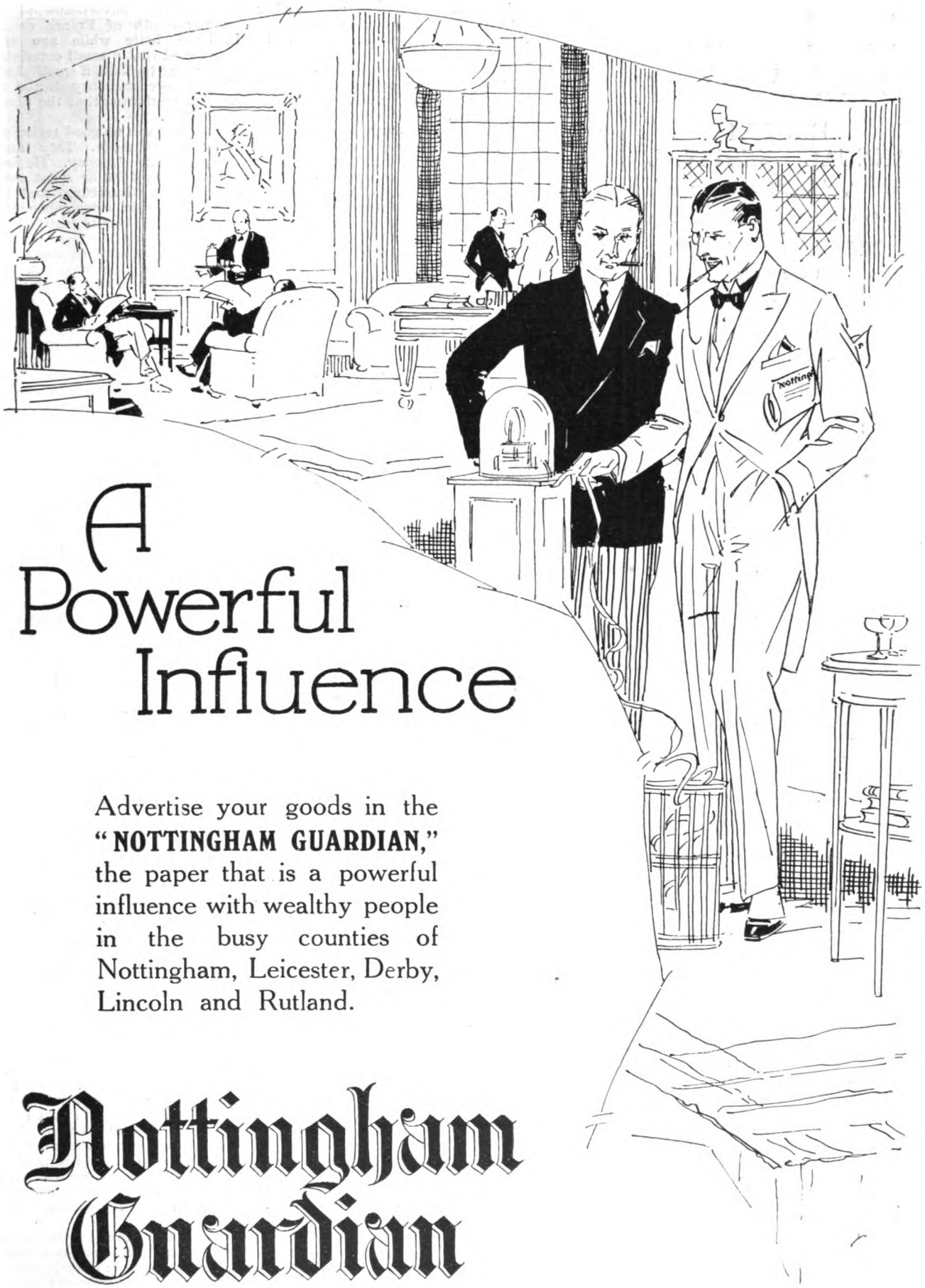
He was surprised at the energy being displayed by the commercial secretaries and attaches at our embassies and consulates throughout the world ; they were now trying more than ever to get orders for British goods. The Department of Overseas Trade was also energetically trying to get business for us. He used to be a most severe critic of the Overseas Department of the Board of Trade, but he now found the department making a most successful exhibition of British goods. Red tape had disappeared from that department, and red tape would disappear from Nottingham too when this club got effective.

Nottingham and other industrial centres wanted to wake up a bit more. There ought to be advertisements in the local papers every day telling people to put Nottingham lace curtains in their windows, telling the world why they should buy these productions. Every day the public ought to be told why they should use Nottingham curtains, smoke Nottingham cigarettes, ride a Nottingham cycle, and use Nottingham-made drugs. Fifty per cent. more of Nottingham-made goods might be sold in this city. How could they expect the people of this country or the people outside to buy our goods if they were not even asked to do so ? This was a hint which he hoped every industry would take up and act upon.

Local Effort Branch

Nottingham had great newspapers, and in that respect was one of the best served cities in England. Those papers were ably edited and clean printed. But on looking through them he was surprised to find so little local advertising. The traders of the city did not seem to realise that advertising was one of the cheapest ways of selling goods. Some of them did not even seem to think that their windows played any part in it, though half the rent was paid for the window. It was the business of an advertising club to wake traders up to this fact.

Mr. Andrew Milne devoted his address to the subject of organised advertising. He remarked that though he had attended some six meetings in connection with the inauguration of publicity clubs he had



A Powerful Influence

Advertise your goods in the "**NOTTINGHAM GUARDIAN,**" the paper that is a powerful influence with wealthy people in the busy counties of Nottingham, Leicester, Derby, Lincoln and Rutland.

Nottingham Guardian

London Office: 59 Fleet Street,
(Mr. H. E. Popham)

National Advertising Benevolent Society

EIGHTH ANNUAL FESTIVAL

Friday, March 12th, 1926, at Connaught Rooms.

SIR WILLIAM E. BERRY, BART., in the chair.

Supported by the Rt. Hon. Lord Dewar, Rt. Hon Lord Riddell, Rt. Hon. J. H. Thomas, M.P., Sir Chas. W Starmer, Sir Woodman Burbidge, Sir Sidney M. Skinner, Col. E. F. Lawson and others.

The Society's Work in 1925

108 Adults and 91 Children have been assisted during the year.

86 applications investigated and all but four helped.

Pensions, Grants, Education, &c. - £4,577

16 Pensioners — Annual cost - - £728

15 Orphans educated in Schools, and School Fees paid for 4 others living at home with parent.

Benevolent Expenditure since foundation of Society in 1913 - £26,782

Subscriptions should be sent to any of the Club Stewards or the Hon. Treasurer, **61, Fleet St., E.C.4.**

Festival Tickets, 12/6 each
from the Hon. Secretary, 61, Fleet Street, E.C.4.

Ladies Specially Invited.
Tables for 8, 10 or 12 can be reserved.

not seen such a big gathering as this. It was a wonderful start.

Advertising had changed tremendously during the last five years and business men wanted to know more about it. Advertising would create more confidence if they could show the business man that they were meeting regularly to discuss their problems. No business had more problems than advertising, which was always changing. If they were going to keep pace with these modern tendencies they must belong to some organisation which would enable them to do so.

The best thing to go for in Nottingham was to get hold of the man who was interested in selling and advertising. He challenged any man who had got to sell or appeal to the masses or to act as a medium between producer and buyer to tell him that the Publicity Club was a waste of time.

In Great Britain they were going to apply for incorporation as a limited liability company so that District 14 would become the Advertising Association. They wanted an organised body in the Midlands so that they could run a vigilance committee on sound lines.

There was to be a convention at Blackpool in May and they wanted to see Nottingham represented with the other great cities. He was certain the movement was the basis of organised advertising in this country and particularly in the provinces.

Local municipal bodies were sometimes in a quandary about running a shopping week, and some of them were glad to call in the help and advice of the publicity club. This was done very successfully at Leeds. There were few cities in the country that did not, during the year, have need to call upon the local publicity club as a selling organisation.

A Lub icant

Sir Harold Bowden, head of the Raleigh Cycle Company, in proposing a vote of thanks to the speakers, said advertising was a lubricant and a luminant for commerce and industry. It made the wheels go round with less effort and more speed. As a luminant its rays shone out to show intelligent people, and all people who could read, the value and superiority of goods and the reasons why they should buy them. Advertising was a national instinct. It went back to the Garden of Eden. Was it not the serpent who said, "Eat more fruit?"

It was pathetic, and even heroic, said Sir Harold, to see the effort made by the great railway organisations to advertise beautiful resorts in this country and to nduce British people to visit their own places. Yet what did we see? In the illustrated papers there was page after page of free advertisements of places in the South of France or in Switzerland. A little while ago the newspapers found that a small coterie of people were going to Lido, a small place not far from Venice, and they started to boom it. The result was that the place was now crowded.

In advertising it was no good trying to use cheeseparing methods. They must lay out a fair amount of money. He was not ashamed to say that he spent over £60,000 a year in advertising, and he hoped the time would come when the growth of his business would justify him in spending £100,000

Mr. D. Eley (publicity manager for Messrs. Boots) seconded the vote of thanks, and said that in advertising they must have confidence in it and believe that it paid.

Mr. T. S. Bavin (general manager of the *Nottingham Guardian*) acknowledged the compliments paid to the local newspapers, and congratulated the Nottingham Club on having secured such doughty champions for its inaugural meeting. He suggested that the publicity clubs of England should be invited to hold their conference at Nottingham in 1927.

The First Debate

The first debate of the Club was held on Monday evening, and the attendance was so large that the room originally engaged had to be changed for a larger one.

Mrs. Ethel M. Wood, C.B.E., was the chief speaker, and Mr. T. S. Bavin presided.

Mrs. Wood dealt interestingly with her subject, "Co-operation in club work and the importance of a big outlook in advertising and salesmanship." Commerce, she said, was a tremendously important thing, and might be said to have three very definite phases: manufacture, distribution and selling, and with the latter, she lumped advertising, because they were Siamese twins, and they could not deal with the one without a very cordial friendship with the other.

All true business was giving out. That was not a platitude, but sound common sense. They only got out of their soup what was put into the stock-pot. That led her to say they could always give their own work respect. It was extraordinary how many people cried down and belittled their jobs. Another thing needed was faith. Advertising, properly done, was always bringing results. and urging a plea for bringing cheerfulness to their job, the speaker said there had been a terrible shortage of smiles since the war and we had been suffering in consequence.

Birmingham—Mr. W. H. Harford and the Midland Master Printers

"If there is a pessimistic printer in this country," declared Mr. W. H. Harford, a director of Saward, Baker and Co., Ltd., addressing a specially called meeting of the Midland Alliance of the Master Printers' Federation at Birmingham, "he should straightway go out into the garden and eat worms.

"There never was a time," continued Mr. Harford, "when this country stood more in need of the art and aid of the printer than to-day." On the crest as we were of a wave of justifiable optimism, printers had an opportunity that had never existed in any previous generation. The world had got too big to rely entirely upon personal salesmanship. These were the days of mass production, and although he would say in passing that he thought the British manufacturer would put an inflection of quality upon the term "mass production," it followed that mass selling which was printed salesmanship would come into its own.

The Master Printers had recently embarked upon a collective advertising scheme, but when he was told that only 10 per cent. of Master Printers had subscribed, it made him inclined to believe that there was not an English printer in existence. They were all Scotch. Already the few courageous Scotchmen who had subscribed were feeling the benefit.

He was a firm believer in the overwhelming power of the Press, but there were ways of reaching the buying public which were the exclusive property of the Master Printers and no intelligent user of the Press could afford to ignore the methods whereby the general printer could sell goods on an economical basis.

NOTTINGHAM JOURNAL

BY FAR THE

LARGEST SALE

of any morning paper in Nottingham

CERTIFIED Average Net Daily Sale

40,855

Essentially the *HOME* Newspaper

A detailed territorial analysis of the area covered by the Nottingham Journal will be supplied to advertisers and agents on request.

London Office: The Newspaper House, 169-170, Fleet St., E.C.4. 'Phone: CITY 2463.

FOR UNIQUE ADVERTISING SPACES
opposite
OLYMPIA ENTRANCES
for IDEAL HOME
and other Exhibitions



apply:
HARRIS THE SIGN KING
182a, SHIRLAND ROAD, LONDON, W.9
MAKERS OF EVERY KIND OF SIGN.

DISCRIMINATING ADVERTISERS
WILL ADD The
JEWISH GRAPHIC
Edited and Founded by BARNETT FRIEDBERG.
TO THEIR LIST OF MEDIA.
THE NEW WEEKLY PENNY PICTORIAL.
It will circulate throughout the whole of Anglo Jewry in the U.K., Colonies and Abroad; a class noted for its spending power. It will have a large home circulation and will be read by every member of the family.
ITS VALUE AS AN ADVERTISING MEDIUM WILL BE APPARENT.
NOTE THE DATE:
FIRST ISSUE, FEBRUARY 26th.
For Particulars, Rate Card and Available Spaces, Apply:
JOS. D'ORTH-WINTERHOFF
Advertisement Manager,
THE JEWISH GRAPHIC,
Bank Chambers, 232-238, Bishopsgate,
LONDON, E.C.2.
Telephone Nos.: London Wall 6296 and 6297.

VACANCY occurs in a progressive agency for a really FIRST-CLASS COPYWRITER. Sound education, undoubted literary ability and wide advertising experience absolutely necessary. Write in confidence for interview to
Box 56, "Advertiser's Weekly,"
66, Shoe Lane, E.C.4.

D. CHARLES,
Photography 50 Webbs Rd., S.W.11.
as it *should be* done. Near or far. 3 high-power studios. A trial solicited. Promises kept.
Latchmere 4980

BUSINESS EFFICIENCY EXHIBITION

Opening by Sir Woodman Burbidge

"Better times are coming—but we must use every possible modern time and labour saving appliance in order to benefit from the coming opportunities." This was Sir Woodman Burbidge's message to the business world when he opened the Business Efficiency Exhibition at the Central Hall, Westminster, on Wednesday afternoon. Sir Woodman mentioned that his business now employed £12,000,000 capital and 13,000 people, and said he thanked the day when he had been able to instal many modern types of office equipment.

Among interested advertising men present were noticed Lt.-Col. E. F. Lawson and Mr. J. C. Akerman.

As Sir Woodman Burbidge himself pointed out, the exhibition is much the best that has been held. It will repay the visit of the advertising man who wants to get fresh ideas that will help him to run his office more cheaply and efficiently.

AGENCIES IN COLLABORATION

W. C. Thorn, Ltd., have arranged to work in conjunction with the Meerloo Publicity Service, Ltd., and have removed their offices to the premises already occupied by the latter company at 14, New Cavendish Street, W.1. The two companies will continue trading separately and their financial standing will not be affected, each company remaining solely responsible for its present and future commitments. In order to co-ordinate the joint efforts of the companies, Miss Meerloo is joining the board of W. C. Thorn, Ltd., and Mr. W. C. Thorn is joining the board of the Meerloo Publicity Service.

These two agencies have established a real "home of advertising." Their headquarters look exactly like a stately town residence. Only an advertising man or woman would be struck by the modestly-lettered "Meerloo House" printed beside the front door as any other name might be.

Ringing the door bell, the visitor is ushered into a hall where the same atmosphere of home prevails. Every office is furnished as a pleasant apartment, with the air of a study or a library. The conference room resembles a sunny dining-room.

Extensions are shortly to be made to the building.

Winter, 1926

The *Kodak Trade Circular* for February invites dealers to write to the editor on the subject of "How can the average amateur be prevented from putting his camera away at the end of the coming summer?"

Advertising Competition

In the current number of the *Electrical Review* the results are announced of their recent advertising competition. Prizes were offered for the best series of six whole page, half-page and quarter-page advertisements, respectively, appearing between June 30 and December 31. The entries were judged for: 1. Power of immediate attraction; 2. Qualities compelling continued attention; 3. Boldness of design; 4. Artistic arrangement. The winning series of whole pages, awarded £100, were written, designed and produced by Sells, Ltd., for the Macintosh Cable Co., Ltd., featuring the Macintosh Surface Wiring System (patented).

CURRENT ADVERTISING

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

Spottiswoode, Dixon and Hunting, Ltd., have commenced another newspaper campaign for Brooke Bond's Edglet Tea, and have a new scheme for Peter Pan Brushes.

J. Walter Thompson Co. have business appearing in provincial newspapers for Blue Label Ketchup.

G. Street and Co., Ltd. (Gracechurch Street), are handling a scheme for V. L. Co.

Barker, Drabble and Co. have recommenced giving out for Swiftsure Washer and Jelk's Furniture.

Charles Barker and Sons, Ltd., have been booking space for Gilbey's Port.

C. Vernon and Sons, Ltd., are placing for a new line named Filtex, and increasing in the dailies for Clarnico.

C. Mitchell and Co., Ltd., have business in hand for Curry's Wireless and Cycles.

J. Varney and Co. (Manchester) have increased general advertising for Tetmal.

Technical and General Agency, Ltd., are again booking displays for Wolseley Motor Car.

Advertising and Publicity, Ltd., are handling the proposition of the Associated Bookbuyers Co.

Morris and Groves have a scheme in hand for the Prudential Assurance Co., for which instructions are being given out.

Harold Drabble, Ltd., have been issuing instructions for Moorland Aspirin Tablets and Elfrida Toilet Preparations.

Wilkes Bros. and Greenwood, Ltd., have again been placing newspaper space for Viyella.

Greenly's, Ltd., have taken up new media for Hugo's Language School.

Pool's Service, Ltd., have extended advertising for Casement Mfg. Co., including a whole front page in the *Daily News*.

London Press Exchange, Ltd., are handling another newspaper campaign for United Dairies, and have been placing further instructions for Kruschen and Radox and for a new line named Karsote.

Sells, Ltd., have again been booking newspaper space for Lipton's.

Smith's Agency, Ltd., have been placing for Twilfit Corsets, Catesby's, Heath and Heather and Kotalko.

Arks Publicity is again handling advertising for Mullard Valves.

Fields' Service, Ltd., have increased space for Havilland Eyesight Institute.

Paul E. Derrick Advertising Agency, Ltd., have released the "Big Tree" spring campaign in London daily and provincial newspapers.

Dorland Agency is placing for Eugene and Butywave in women's papers; a campaign for the Delco Lighting Plant and Frigidaire Refrigerator in daily and Sunday newspapers, class weeklies and trade papers, and a new provincial campaign for the Telephone Manufacturing Company's Wireless Components.

John Haddon & Co. have resumed giving out for Stuart's Tablets.

Woodwright Service, Ltd., are handling space in technicals for Longmate's Surgical Belts and giving out for London Essence Co.

Basil Butler & Co. (Birmingham) have in hand a scheme for Hillman Motor Cars.

[EDITOR'S NOTE.—*Advertisers and Advertising Agents are invited to send items of interest to this feature.*]

THE INNER SIDE OF ADVERTISING

By CYRIL C. FREER.

The one complete guide and desk-book for advertisers. Written by a practical man who has had a wide personal experience in all phases of British publicity. Mr. Freer knows what you want and supplies it in the most effective form. His book contains practical advice on :—

Effective Writing.
Business English.
Appealing to Men and to Women.
Analysing the Copy.
On Finding Inspiration.
Making the Lay-Out.
Booklet and Catalogue Making.
Writing Sales-Letters.
Suggestion in Advertising.
Salesmanship.
Creating Desire.
Association of Ideas.
The Power of Repetition.
Utilizing the Reader's Memory.
The Direct Command.
Business Imagination.
Analysing the Proposition.
Planning Campaign.
The Advertising Manager's Responsibilities.
Making Things Easy to Buy.
Keeping Records and Statistics.
The Power of Honesty.
Advertising to Children.
Retail Store Advertising.
Mail Order Advertising.
Window Dressing.
Bargain Sales.
Department Store Advertising.
Poster Advertising.
Making a Living in Advertising.
Financial Advertising.
Political Advertising.
Advertising by Film.

Also valuable information on Illustrating — Process Engraving — Stereotyping — Printing—Economics of Advertising—Agencies—List of Advertising Terms—Type Faces and Borders—and a series of 43 Lessons on Advertising, comprising a valuable free course of instruction.

One week FREE

A London Subscriber writes :—"I recently paid £15 15s. to a firm which said it would teach me Commercial Art, Advertising, etc., but I can honestly say I am learning more from this book than I did during a whole year's work under the £15 15s. people."

Another Customer says :—"I find in it a fund of information not discoverable elsewhere, and it approaches and deals with the subject in a most arresting, stimulating and original manner. I consider it the best investment I have yet made in books on the subject." These are quite unsolicited letters; originals are open to inspection, among others equally enthusiastic. THE ADVERTISER'S WEEKLY itself has said: "Is as complete a Course in advertising as we have seen."

You take most books on trust, this one is sent for ONE WEEK FREE. Fill in this form! It commits you to nothing. Delay will mean waiting while others are served!

TO THE LIBRARY PRESS, LIMITED, 6
10, Minerva House,
Southwark Street, S.E. 1.

Please send me "Inner Side of Advertising" for one week's free test. If I do not like it, I will return in your packing on 8th day after receipt. If satisfied, I will pay 6/- on 8th day and 5/- per month for 4 months (or 25/- cash).

Signature .....

Address .....

.....

Age.....If Householder .....

CONNOLLY

THE MOTOR ARTIST

An all-round artist who knows motors inside-out, saves you time, temper and money. Technical accuracy — live figure—line, wash or colour. Write, call or ring.

H. Connolly
Telephone: Museum 3889.

4, Russell Chambers, LONDON, W.1.

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

C.O.D. in Australia

Sir,—I have read your article "If the Postman Collects the Money" in the ADVERTISER'S WEEKLY, and thought that maybe you would be interested in knowing that the C.O.D. system has been adopted in Australia some years.

Through the courtesy of the Postmaster-General, the Hon. W. G. Gibson, I am sending you a return which he has kindly prepared for me. He has pointed out that in New South Wales, Queensland and West Australia the system is very popular and growing. It operates very satisfactorily both to the mail order establishments and to the customers, particularly those residing in the widely scattered areas where there might only be one homestead on an area of 5,000 acres.

By virtue of being a member of the Direct Mail Advertising Association, I am a member of the Associated Advertising Clubs of the World. I was also the former Chairman of Publicity of the Ad. Men's Institute in New South Wales, which is also connected with the Associated Advertising Clubs of the World.

GEORGE FITZPATRICK,
St. Margaret's Hospital for Women,
21, Macquarie Place,
Sydney.

The A. A. Banquet

Sir,—If any of your readers failed to read the courageous speech made by Sir Charles Higham at the Inaugural Banquet of the Advertising Association, I hope they will make a point of acquainting themselves with what he said.

I am sure that Sir Charles Higham speaks for a large body of men and women in this business of advertising, who are extremely disappointed at the constitution and aims of this new body.

Sir Charles Higham understands what is wrong with the constitution of the advertising business. There is no lack of a get-together spirit. There is plenty of that. We want now a strong, guiding Association that will raise advertising specialists to a position that will command the confidence of all men engaged with problems of distribution.

FLEETWOOD C. PRITCHARD.

From Italy

SIR,—We wish to congratulate our British friends upon the settlement of the Italian debt. We are of opinion this will greatly foster friendship and business between our two countries.

SOC. AN. G. VERZOCCHI.
Milan.

GROWTH OF VALUE PAYABLE POST IN COMMONWEALTH.

Statement showing Number of Parcels Posted and Total Amount Collected in each State on behalf of Senders during the past Five Years.

		N. S. W.	Vic.	Q'ld.	S. A.	W. A.	Tas.	Total.
1920-21	Number	53,829	3,192	120,045	689	36,125	155	214,035
	Amount	£124,502	£6,105	£177,662	£2,027	£57,170	£711	£368,177
1921-22	Number	93,621	4,092	171,848	606	48,187	111	318,465
	Amount	£172,258	£8,086	£238,047	£1,694	£81,370	£444	£501,899
1922-23	Number	134,703	5,329	207,162	1,604	56,572	113	405,483
	Amount	£237,209	£10,826	£279,508	£2,485	£87,508	£439	£617,975
1923-24	Number	165,360	6,421	225,040	2,456	63,393	292	462,962
	Amount	£277,087	£11,310	£364,965	£3,406	£101,515	£715	£758,998
1924-25	Number	209,265	8,397	199,752	3,559	69,065	387	490,425
	Amount	£347,902	£15,440	£331,280	£5,728	£108,193	£1,055	£809,598

Decrease last year largely due to one important firm having opened several country branches, thus greatly reducing volume of mail order business.

"To All My Old Friends"

SIR,—On the eve of my departure to take up fresh duties in the Cape, I wish to thank all friends who have in the past shown me so many courtesies. Your long-suffering and patience have added to the joy of living and working, and should my life in the new sphere bring me into touch with similar associates, I can wish for nothing better. I thank everyone sincerely for what are the happiest memories, and as life and work continue I shall cherish ever within my heart my years spent among you in London.

Yours sincerely,
BILL SMITH.
Cape Times, 24, Holborn, E.C.1.

Editorial Publicity

SIR,—With reference to Mr. Barnett's letter in your issue of January 29, on the problem of "Editorial Publicity," the publicity managers who read your paper might well be asked not merely to remember that we, in common with other trade journals, always welcome matter submitted regarding industrial concerns, in the form of editorial publicity which shall contain definite news value. As Mr. Barnett justly observes, there must inevitably be incidents of definite news value constantly occurring in the daily romance of industry. An equally important point is this, it is not sufficient for these publicists to send in paragraphs spasmodically, but that they should be constantly informing us of what is going on.

We find that, with the exception of certain well-known firms, we ourselves have to apply for any news items which may be to hand. It would be so easy for the publicity manager to maintain a system whereby every item of news value was automatically submitted to us.

The Export World,
A. P. ANDERSON,
Publisher.
8, Bouverie Street, London, E.C.4.

Farming Publicity

SIR,—The opinions of Dr. A. G. Ruston, which you report in your current issue, are of very great interest to those who have business with farmers.

It has often occurred to me in looking through the list of associations and sections of other associations dealing with advertising and salesmanship that agriculture is unrepresented.

Has not the time arrived when those concerned in the agriculture industry should form an agricultural publicity association, where papers such as that of Dr. Ruston could be given consideration and discussions take place as to the methods by which the progressive force of advertising could be utilised in connection with the agricultural industry?

The idea that the farmer is conservative in outlook and unprogressive in his methods is given widespread circulation, but I am very much inclined to think that the present-day farmer is rapidly becoming progressive and shows a willingness to consider and, on occasion, adopt suggestions and ideas, much more readily than the frequent criticisms would suggest.

L. J. HUMPHREY.
Adelaide House,
King William Street,
E.C.4.

"Grumpy" Cross Word

A novel form of advertising and a distinct departure from the publicity usually adopted for amateur theatricals is being used by the Kettering Amateur Dramatic Society in connection with their forthcoming production of "Grumpy." This is a cross-word puzzle, constructed by one of the members, into which are introduced the names of nine of the characters in the play, besides the diamond around which the action of the play is centred.

"The Modern Pegasus"

An enterprising motor trading firm arranged an illustrated lecture on "The modern Pegasus," to boost the sales of motor cycles. A large number of non-motor cyclists and many local enthusiasts listened with enjoyment to the story told, 100 selected slides from Douglas Motors, Ltd., helping to make up a fascinating narrative.

Fresh Chocolates

A well-known chocolate manufacturer now puts in each box, a "warranty" on the back of which is a notice informing the public that they impress upon retailers the necessity of smaller and frequent orders to ensure the chocolates reaching the consumers fresh and in perfect condition, and offer to replace any box found out of condition.

Talk to them as Man to Man; Trust them and they will Trust You; give them your Confidence and a Square Deal, and you will realise what it means to Build Business by appealing to Readers

OF

The Daily Telegraph

The paper in which Truth, Sincerity and Conviction are recognised

H. G. REEVES,
Advertisement Manager

138 Fleet St.,
London, E.C.4



FINANCIAL PROSPERITY

Circulating as it does in the financially powerful areas of the North and East Ridings of Yorkshire as well as South Durham, The YORKSHIRE HERALD is the premier paper of the Districts it serves.

That The YORKSHIRE HERALD circulates in a territory which provides the London and North Eastern Railway with an annual revenue of some fourteen million pounds sterling, is proof that this paper is in a strong position to provide its financial advertisers with publicity of very real value and effect.

THE YORKSHIRE HERALD

Head Office: Coney Street, York.
Telephone: - 653 (4 lines).

London Office: (F. H. Wilkinson) 145, Fleet Street, E.C.4
Telephone: - Central 4011.

The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

LEGAL NEWS

In the Mayor's and City of London Court, before Mr. Registrar Dell, on February 5, **The City & Provincial Press, Ltd.**, Red Lion Court, Fleet Street, E.C., sued Mr. A. English, shopfitter, 87, Tylney Road, Bromley, for £3 3s. for advertisements. Mr. J. Pacey, for the plaintiffs, produced the original order signed by the defendant. It was for an advertisement of the defendant's business to appear in the plaintiffs' booklet published in the Bromley district. The defendant's advertisement appeared on the back page of the booklet and the contract price was £3 3s. per annum, the contract being for two years. The defendant said when the order was given to the plaintiffs' representative for the advertisement in question it was to be for one year only.

The Registrar: But the contract you signed is for two years.

The defendant: I was under the impression it was a blank form I signed.

The Registrar said people who appeared before him were very casual about signing documents. A Judge had recently said it was good law and good common-sense that a business person in these days who signed a form and did not take the trouble to look at it must be taken to have read the whole of it. The defendant had admitted his signature to a contract which was a plain document and he (the Registrar) must hold the defendant bound by it. Judgment was entered for the plaintiffs for the amount claimed, and an order was made for the defendant to pay £1 a month.

ADJUDICATION

Ernest Gaskill, trading as the Queenhithe Publishing Co., carrying on business at 13, Bread Street Hill, E.C., printer (1618 of 1925), adjudication order dated February 2, 1926.

WINDING-UP ORDER

Fas Publications, Ltd., Aldwych House, Aldwych (00574 of 1925). Order dated February 3, 1926.

RECEIVING ORDER

H. J. D. Parsons, trading as the Horncastles Advertising Agency, of and carried on business at 5, Moorgate Place, Moorgate, London (1193 of 1925). Receiving Order, January 28, 1926. First meeting of creditors, 11.30 a.m., February 12. Public examination, 11 a.m., March 9, both at Bankruptcy Buildings, Carey Street, W.C.

BANKRUPTCY PROCEEDINGS

"Carrying on a business on principles which were financially unsound," was stated to be the cause of failure of **Harry Perry** and **Harold Thomas Perry,** both residing at Anlaby Road, Teddington, and carrying on business in co-partnership as advertising agents under the name of The National Bonus Co. at that address, and also at Old Market Street, Bristol, against whom a receiving order was made on January 19. A statement of their affairs shows 200 unsecured creditors for £1,006, and assets estimated to produce £25. H. T. Perry took no active part in the business. Their business consisted of the sale of books of coupons to retail traders, which coupons the traders issued to their customers against sales. These coupons were to be cashed (by the debtors) when presented by the customers at a rate which left a small, but, as they discovered, quite an adequate profit. The business extended throughout the country and was carried on by agents acting on a salary and commission basis. In October, 1925, following on a criticism appearing in a weekly journal of certain of the company's transactions, the business of the company practically ceased, and it was only with the aid of borrowed moneys that they were able, for a time to cash the coupons returned for redemption, and being unable finally to raise any further sums they filed their petition. The debtors state that they kept no proper record of the sales of books containing the coupons for issue to customers, and as a result they did not know, at any stage, the extent of their liabilities.

At the statutory first meeting of creditors held at 29, Russell Square, on February 8, it was decided that the estate should remain in the hands of the Official Receiver for administration.

NEW COMPANIES

[*Compiled for the* ADVERTISER'S WEEKLY *by the Information Bureau, Ltd., 140, Strand, W.C. 2.*]

The Advertising Association (211587) was registered on February 6 as a company limited by guarantee and not having a capital divided into shares, with an unlimited number of members, each liable for £1 in the event of winding-up. The income and property of the Association is to be applied solely towards the promotion of its objects. The word "limited" is omitted from the title by licence of the Board of Trade. The objects are: To develop and improve advertising, to encourage the close study of advertising methods and opportunities, etc. The following persons are members of the Committee until October 1, 1926:—Lt.-Col. E. F. Lawson (president), C. Harold Vernon (vice-president), A. Chadwick (hon. treasurer), A. Milne (hon. secretary), P. Benson, E. A. Field, G. A. France, S. A. Hirst, W. H. Hartley, S. H. Perren, T. Russell, W. Smith, Sir William H. Veno, Mrs. E. M. Wood. Registered office, Sentinel House, Southampton Row, W.C.1.

Industrial Newspapers, Ltd. (211561) was registered as a public company on February 5, with a nominal capital of £635,000 in 300,000 7½ per cent. first cumulative preference and 300,000 7½ per cent. second cumulative preference shares of £1 each and 700,000 ordinary shares of 1s.

The objects are: To acquire and develop the following industrial newspapers and publications, viz.:—*Iron and Coal Trades Review, Textile Mercury, Tobacco, Foundry Trades Journal, Advertising World, Coal Merchant and Shipper, Rylands Directory, Tobacco Year Book, Cotton Year Book, Wool Year Book,* and the *Directory of the Tobacco Trade,* to acquire the goodwill of E. S. Caton, Ltd., as organisers and proprietors of the Tobacco Trade Exhibition, held at the Olympia under the auspices of the journal *Tobacco,* to adopt an agreement

with Capt. R. B. Crewdson, and to carry on the business of proprietors, publishers and printers of newspapers, journals, magazines, books, periodicals and other literary and journalistic works and publications, advertising agents and contractors, billposters, etc.

The first directors are :—Sir Arthur L. Dickinson, Capt. R. B. Crewdson, B. Hooper, W. F. England, H. Jeans, H. S. Caton, N. C. Power. Registered office, 3, Fredericks Place, Old Jewry, E.C.2.

The Rotary Press, Ltd. (211503) was registered as a " private " company on February 3, with a nominal capital of £15,000 in £1 shares. The objects are : To carry on the business of proprietors and publishers of newspapers, journals, magazines and books, employment agents, advertising contractors and agents. The subscribers (each signing for one share) are :—Sir Oswald Stoll, W. S. G. Michie. Registered Office, 17, Tudor Street, E.C.4.

Trade Union Press, Ltd. (211555) was registered as a private company on February 5, with a nominal capital of £50 in £1 shares. The objects are :—To carry on the business of newspaper proprietors and general publishers, etc. The first directors are :—R. Coppock (General Secretary of The National Federation Building Trades Operatives), J. Tanner, working engineer, F. G. Witcher (Group Secretary Transport and General Workers Union), V. Brodzky (Industrial Correspondent to the *Daily Herald*). Registered office, 29, Farringdon Street, E.C.

Angel Super Signs (1926), Ltd. (211508).—Private company. Registered February 4. Capital £5,000 in 4,950 ordinary shares of £1 each and 2,000 management shares of 6d. each. Objects : To acquire the business of general sign manufacturers, etc., heretofore carried on by Angel Super Signs, Ltd. Solicitors : Arthur Hunt & Money, 24, Haymarket, S.W.1.

Advertissimus, Ltd. (211450).—Private company. Registered February 1. Capital £500 in £1 shares. Objects : To carry on the business of advertising agents and contractors, etc. The directors are : R. Simpson, Mrs. Hilda M. Smith. Registered office, 151, Fleet Street, E.C.4.

Advertisement Managers, Ltd. (211531).—Private company. Registered February 5. Capital £500 in £1 shares. Objects : To carry on business as managers of and contractors for advertisements on behalf of publishers of books, newspapers, magazines, directories and periodicals of all kinds, both English and foreign, etc. The directors are : S. H. Bywaters, Mrs. Winifred E. Hammond. Registered office, Devonshire Street, Bloomsbury, W.C.1.

DIGGING OUT SELLING POINTS

—continued from page 249

is distinctiveness, his bearskin helmet carries a lamp for a plume, and his name is invaluable.

The Cryselco campaign is gradually becoming national in its scope, and it is an example of how painstaking study of small details in manufacture will provide material for striking advertising matter even in a field which has been so intensively cultivated as the electric light field.

Ruddock, Noller & Ruddock are the agents handling the campaign.

South Africa

provides abundant opportunities for those desiring to expand their market and develop export trade.

The mass of people spread over this vast and rich territory are prospective buyers of all ordinary personal and commercial goods.

One's interests in the marketing of goods in South Africa are best served by newspaper advertising.

The Farmer's Weekly

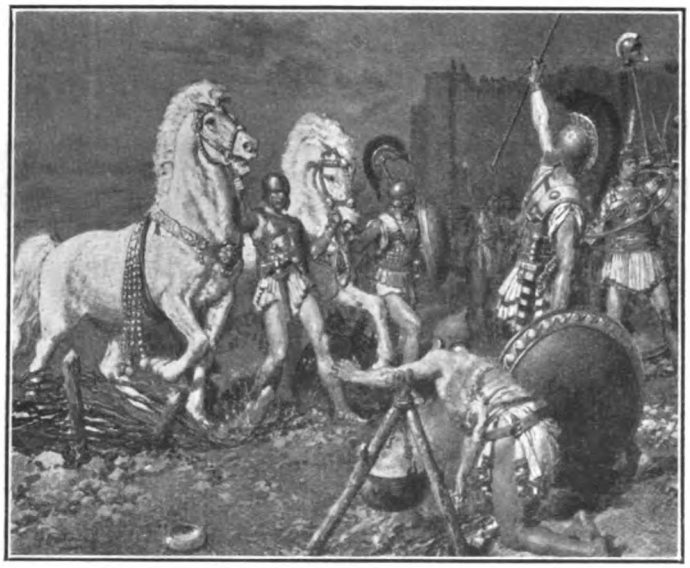
is the most widely known paper published in South Africa.

Its circulation is larger than all other South African agricultural papers combined, including Government publications, and it covers the whole of the Union of Rhodesia.

The Farmer's Weekly gives a wealth of publicity which is unique because of its outstanding value.

Ask for Specimen Copy

Fullest information on application to
ARGUS SOUTH AFRICAN NEWSPAPERS LTD.
72 FLEET STREET - - - - LONDON, E.C.4.



Process Block by W. G. Briggs & Co., Ltd., Tudor House, Chancery Lane, W.C.2.

FORTUNINO MATANIA, R.I.

NOWADAYS Advertising has the full enjoyment of Art. This is because the work of the most capable Artists has successfully been applied.

Our claim is well illustrated by the masterly drawing from the brush of Fortunino Matania, for whom we are the accredited Agents. In addition we are Agents for many more first-class Artists whose work forms the basis of our Art Service.

We have a wide experience of the application of Art fo Advertising and when you want drawings for any purpose you will find that we can supply you with the best for the money at your disposal.

Rogers & Co., Artists' Agents Ltd.

Established 1906. *Incorporated* 1921.

Managing Director - - - - - PERCY W. WALL.

8 & 9, Bishop's Court, Chancery Lane, W.C.2

Telephone : Holborn 1821 (2 *lines*).

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.

D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES 150,000 *daily*
London Representatives:
FREEMAN & CO., 33, Paternoster Row, E.C.4

Offset and Photo Offset—
is the best method for reproducing

POSTERS and SHOWCARDS
and every kind of Line and Half-tone Work.

NO BLOCKS Required.

CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 *and* 6387.

We Hear—

THAT the world famous sewing cotton combine of Messrs. J. & P. Coats, Ltd., have launched an advertising scheme of the most modern methods to advance the sales of their crochet and knitting threads ; and—

* * *

THAT the appearance of this great firm—with its millions of capital—as an important advertiser should have its effect on other propositions of the kind, which are many and substantial in their individual ways.

* * *

THAT one of the finest specimens of French poster art is being placed on the hoardings to advertise Ripolin, whose famous pictorial advertisement showing the three painters earned the reputation of being the most caricatured of posters.

* * *

THAT a considerable amount of co-operative effort with retailers is now being made by the leading corset makers, who are relying more and more on this combine in advertising as a sales force.

* * *

THAT the Prudential Assurance Company is about to develop a more direct form of appeal to the insurable public than hitherto, and towards that end have placed a substantial appropriation with the agency of Messrs. Morris & Groves.

* * *

THAT arrangements are being made to provide a rare feast of song by artists of international fame at the festival dinner of the N.A.B.S., and that music lovers—when they see the names—will be saying that this attraction will be well worth the price of a dinner ticket.

* * *

THAT the death has been announced of Lt.-Col. A. H. Moody, C.B.E., editor and proprietor of the *County Express*, Stourbridge, whose talk on the County Weeklies as advertising media at the Harrogate Convention was recognised as a most valuable contribution at the meetings of the Newspaper Executives' Department.

* * *

THAT there is a scheme afoot for the publication in Glasgow of a Scottish Churches' weekly newspaper, and the project has been so far advanced that a company is being registered with a capital of £10,000.

* * *

THAT Mr. H. H. Norman, of the *South London Press*, has been elected chairman for the ensuing year of the Surrey Newspapers Association.

* * *

THAT Messrs. Sanders, Phillips & Co., Ltd., whose advertisement settings over the name of the Baynard Press have a distinction of their own, have received the highest award for their exhibit of printing at the Paris Exposition.

* * *

THAT Mr. Robert J. Webber, of the *Western Mail*, who is president of the Cardiff Business Club and a member of the Council of the local Publicity Club, has been made a J.P. for the City of Cardiff.

* * *

THAT there is a certain liveliness in the business of poster printing and the spring seasons will see attractive new designs displayed on the hoardings.

* * *

THAT Mr. and Mrs. H. C. Casaubon Derwent, J.P. of Bradford, were among visitors from that city at the Leeds dinner.

We Hear—

THAT advertisers are being inundated with a flood of promotion matter at present issued by the advertisement departments of the big publishing firms, and that for originality and effectiveness that put out by Allied Newspapers, Ltd., takes a lot of beating.

* * *

THAT one of the most widely reviewed publications on advertising has been the book on the subject of which Mr. Philip Smith is the author.

* * *

THAT three striking instances of success in advertising have been made known this week by the annual reports of Harrods' Stores and Messrs. Dickins & Jones (who are associated with Harrods) showing profits in advance of the previous year, as do also Selfridges.

* * *

THAT the Stationery Office has now entered the ranks as an advertiser of Government publications, and offers to send free to any address the "Monthly Circular," a classified list of all important new publications.

* * *

THAT the "push bike"—as it is familiarly called—is shortly to make more running in the advertisement columns, and in Coventry, Birmingham and elsewhere preparations are being made for a big output—and advertising to create a demand.

* * *

THAT Mr. Arthur Preston, a member of the Fleet Street advertising staff of the *Belfast Telegraph*, has been presented with a handsome portable typewriter by the Brownhill Road Baptist Church Choir, Catford, in appreciation of his long and valued services to the choir, of which he has been secretary and treasurer for over sixteen years.

* * *

THAT Mr. T. A. Grehan, advertisement manager, *Irish Independent*, delivered a lecture on advertising at Galway Chamber of Commerce, and that all the important business men of the western city turned up to welcome the return of the prodigal.

* * *

THAT following the advertising ball of the Publicity Club of Ireland, a distinctive advertisement appeared in the four Dublin daily papers under the alluring title of "Who Gowned the Belle of the Ball," and—

* * *

THAT the advertisement, which occupied a half page in each paper, at a cost of not under £200, announced that a model by Scullys, Ltd., had secured the prize presented at the ball for the smartest dressed lady.

* * *

THAT as indicating the interest aroused by the ball the *Evening Herald* published a photograph showing great crowds endeavouring to see the winning gown in Messrs. Scully's window in Grafton Street, Dublin.

Artist required who specialises on Layouts and Ideas

Our Advertisement of a fortnight ago did not bring us the man we require. We want an Artist to create ideas and to do good pencil roughs of the ideas of others. He will not be required to do finished work.

He must be quick, keen, and accustomed to Agency work. There is a good opening for a really first-class man.

Apply by letter only, to
F. Howard Potter,
Fredk. E. Potter, Ltd., Imperial House,
Kingsway, London, W.C.2.

WILLING'S PRESS GUIDE for 1926
NOW READY.
THE A.B.C. TO THE PRESS.

The "Newspaper World" says:—
"A welcome and essential aid to those who have business with Newspapers."
Other Press Comments:
"An indispensable work."
"Brimful of information."
"An invaluable book for advertisers."

Price **2s. 6d.** (Sixpence extra if sent by post).
Obtainable at all wholesalers or from:
JAMES WILLING, LTD.,
General Publicity Agents,
30, King Street, London, W.C.2

COPY for Home & Eastern Advertising
ARTHUR SERGEANT
For 8 years in the Near & Far East.
4, DUKE ST., ADELPHI, W.C.2. (Gerrard 3015)

BLOCKS.
LET US INTRODUCE YOU TO
SERVICE & QUALITY.
GEE & WATSON LTD.
111 SHOE LANE, FLEET STREET, E.C.4

Advertise to the Workers in the
World's Pictorial News
The Paper that goes out of the beaten track



There's the Information I want –

right at my very finger tips-

The population of all the principal towns in the British Isles.

The populations of the four great divisions of England—centred at London, Manchester, Hull and Bristol.
The various populations within radii of 25, 50, 75 and 100 miles of those centres.

Have these figures at your finger-tips. A Dorland Zone and Population Map in your office will make for better distribution of your advertisement appropriation.

Price, unmounted, 1s. 3d.; mounted, 4s. 6d. post free.

Obtainable from
The Dorland Agency, Ltd., Dorland House, 14, Regent Street, London, S.W.1.

DORLAND
ZONE
and
POPULATION
MAP

We Hear—

THAT Mr. C. Pascall, of the billposting firm of that name, who as Mayor of Hammersmith, is gathering one million pennies for the West London Hospital, has now got his indicator set at well over three hundred thousand, and, like a once much advertised article, is "forging ahead."

* * *

THAT Ruthrauff & Ryan, Inc., New York, have just secured a big contract for the advertising of Lever Brothers' well-known product, "Rinso," in America.

* * *

THAT Sir Charles Wilson, M.P., was a very happy guest at the Leeds Publicity Club's Annual Dinner.

* * *

THAT Bob Hedley also seemed to enjoy himself thoroughly, and as several publicity people from Hull were present the early morning newspaper train to the Third Port had a very tired crowd of passengers, who if they did not play cards at least took advantage of a "nap" in the corner seats.

* * *

THAT Mr. H. Cecil Taylor, on behalf of the General Motor products, has fixed up one of the most complete schemes of advertising ever issued in this country for the motor-car business.

* * *

THAT the Diploma of the Second International Exhibition of Decorative Arts, held in the Royal Palace in Monza (Milan), has been awarded to Walter Bradley for his exhibits.

* * *

THAT a local board has been appointed by the Dunlop Rubber Company to deal with matters connected with the Birmingham and Leicester branches of the business, and—

* * *

THAT the first local directors are Mr. L. V. Kennard, Mr. W. H. Paull, Mr. D. G. Snodgrass, Sir Eric Geddes (chairman) and Sir George Beharrel (vice-chairman).

* * *

THAT Leeds confectioners are to hold a "Candy" week shortly similar to the Liverpool Candy Week, and have been addressed by prominent officials from the seaport city, and—

* * *

THAT the effort should educate the public to the food values of chocolates and sweets; but the hard-headed Yorkshiremen want to know why it is to be called a "Candy" week—they do not like Americanisms and would prefer another name for it.

* * *

THAT there is talk of the early appearance of a new advertised line of the domestic order which will resemble that of the much advertised Skippers.



BROADWAY, at 63rd STREET

A first-class, absolutely modern Hotel (2 years old), in the heart of New York's Business and Theatre centres.

1034 *rooms, all outside,*
at English Rates.
Room & private toilet 10/- *per night*
„ „ *bath* 14/- „

Mr. P. V. LAND, the Manager, will be pleased to personally welcome British Advertising men and ensure them a real "home from home."

15 MINUTES ALL TRANSATLANTIC LINER QUAYS.

LIVE Men and Women connected with ADVERTISING should undoubtedly join the

Publicity Club of London

President: The Right Hon. The Lord Mayor of London

Subscription: One Guinea per annum

Full particulars on application to the Hon. Secretary: The Publicity Club of London, 112, New Oxford Street, W.C.1. 'Phone: Museum 9583.

Specimen copy of the Club's Quarterly, "PUBLICITY," 2/6 post free.

KEY A SPACE IN THE
EMPIRE NEWS
The Mail-Order Medium that pulls-and pulls-and pulls

Advertiser's Weekly
Friday, Feb. 19," 1925

THE PRINCE'S LESSON FOR INDUSTRY

The Advertiser's Weekly

4D A COPY
20/- a year
Post Free
Regd. at G.P.O. as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

LATEST CERTIFIED
NET PAID SALE—

1,155,821

—and NO Free Competitions

SINCE 1922 the Net Sales of "John Bull" have *practically doubled* and the recent heavy increase makes another adjustment of the rates necessary.

Commencing May 1st the Advertising Rate will accordingly be *£6-6-0 per inch run of paper and £300 per page facing reading matter.* Orders running on May 1st will continue at the present rate until the issue dated October 2nd, 1926.

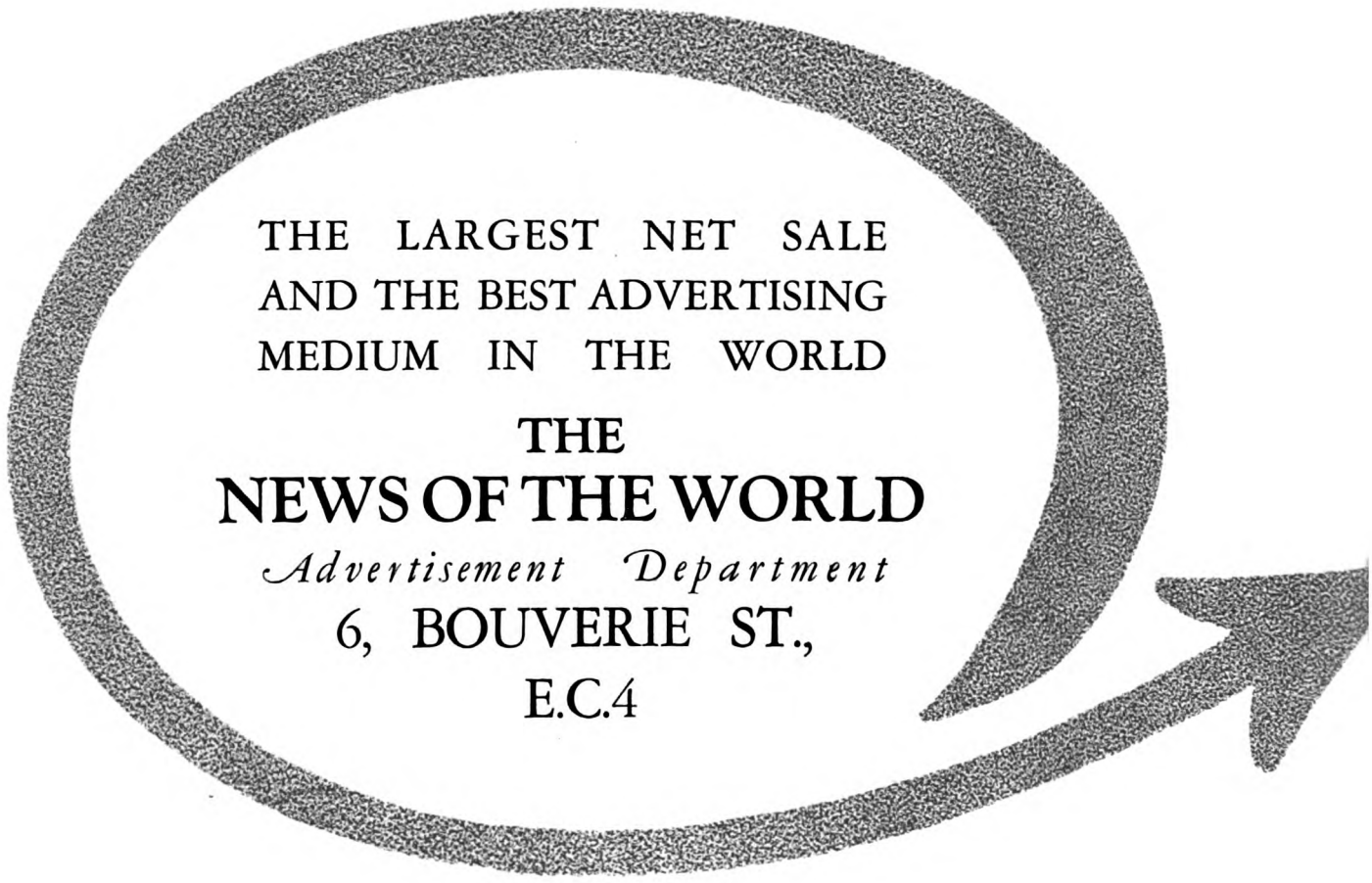
The new rate is based on a guaranteed net paid sale of 1,000,000 per issue and will continue in force until sales reach the one-and-a-half-million mark.



JOHN BULL

RATES BASED ON 1,000,000 NET SALE

PHILIP EMANUEL, *Advertisement Director*,
ODHAMS PRESS Ltd.,
57-59, Long Acre, London, W.C.2


THE LARGEST NET SALE
AND THE BEST ADVERTISING
MEDIUM IN THE WORLD
THE
NEWS OF THE WORLD
Advertisement Department
6, BOUVERIE ST.,
E.C.4

ALFRED PEMBERTON
LIMITED
Directors: ALFRED PEMBERTON
G RENDEL BISHOP

HOUSE MARK

187 · Piccadilly
LONDON — W · 1
Telephones: REGENT 2667-8
Telegraphic Address:
PEMBERTIZE PICCY LONDON

AP/GMB Advertising 5th February, 1926.

H.M. Bussy Esq.,
The News of the World,
Bouverie Street, E.C.4.

Dear Mr Bussy,

It might interest you to know that in a recent campaign carried out for a product with a popular home appeal, the News of the World easily came first in the number of enquiries received.

It is only fair to state that the size of space in some cases was slightly larger than that used in other media. However, that would not account for the replies varying from very nearly four times to fourteen times greater than the other national media used. At the same time, the cost per enquiry was within a fraction of the lowest.

I am sure you ought to know this. Naturally, we have very great faith in the News of the World.

Yours sincerely,

Alfred Pemberton

Managing Director.

THE LARGEST NET SALE
AND THE BEST ADVERTISING
MEDIUM IN THE WORLD

THE
NEWS OF THE WORLD
Advertisement Department
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Yours sincerely,

Alfred Pemberton

Managing Director.

TRADITION

" Where stands a Scot, a freeman stands ;
Self-stayed, if poor—self-clothed, self-fed,
Mind mighty in all lands."

THE LEGEND OF THE THISTLE

The story goes that the invading Danes on one occasion meditated a night attack, and, in order to prevent their tramp from being heard, marched bare-footed. They had thus neared the Scottish force unobserved when a Dane unluckily stepped with his naked foot upon a superb prickly thistle. Instinctively he uttered a yell of pain, which discovered the assault to the Scots, who ran to their arms and defeated the foe with terrible slaughter. This is the mythical account of the adoption of our emblem of pugnacity.



THERE IS NO MORE CHARACTERISTIC EXPRESSION OF THE SCOTTISH EMBLEM TO-DAY THAN THE

EDINBURGH EVENING NEWS

STRONG, INDEPENDENT, THOROUGHLY SCOTTISH

THE PAPER OF THE PEOPLE FOR THE PEOPLE

100,000 people buy EDINBURGH'S **NEWS** every **DAY**

LONDON OFFICE—3-5, SALISBURY SQUARE, E.C.4—City 9330

The GRAPHIC For World-wide Publicity

The Advertiser's Weekly
THE ORGAN OF BRITISH ADVERTISING

The BYSTANDER Pulls For Advertisers

Vol. 49 FRIDAY, FEBRUARY 19, 1926 No. 665

The Week in Advertising

Buying and Selling British Goods—An Idea for the Blackpool Programme Committee—Migration and Markets

THREE aspects of the speech of the Prince of Wales at the Mansion House offered themselves for comment, but it is a singular fact that the great daily papers of the country have abstained from anything but the most perfunctory eulogy of the speech.

There was first the "Buy British goods" aspect: there was, secondly, the wise and very necessary advice to traders not to neglect the home market in striving after Dominion expansion; and there was, thirdly, the problem of enlarging the Dominion markets by the export of man-power, by the encouragement of migration.

The Programme Committee of the Blackpool Convention, we are convinced, will adopt the proposals which come before it to-day for the acceptance of the general theme "Sell British Goods" as the basic idea of the Convention. With that aspect of the Prince's speech we are enabled to deal at some length this week, in a special article by Mr. W. H. Harford. He applies to five specific industries of the country the lessons of the points made by the Prince.

The second aspect calls also for detailed consideration, and to it we shall return on a future occasion. The home market still offers great possibilities of development. No one acquainted with modern salesmanship will contend that we are doing all that can be done, great though the progress has been in the application of advertising and selling in the past seven years.

The extension of overseas markets by an increase of the man-power of the Dominions is a problem which has unhappily drifted into the domain of political controversy. Migration of the British population from one part of the Empire to another is not, fundamentally, a political question at all. It is a bread-and-butter question. It is a question of earning capacity, of spending capacity, of commonwealth trading capacity.

It is a marketing problem, and as such is essentially a problem with which advertising and selling men are vitally concerned. We hope, therefore, that the Blackpool Programme Committee in their deliberations to-day will have this aspect of their general theme before them. Manufacturers cannot sell goods to twenty million people in a Dominion whose total population is only ten millions. It is not enough to say that the other ten millions are already in the homeland, and that the market is there. The migration of those ten millions to a new field of production must add to the sum of the world's wealth, and so to their own buying capacity.

The encouragement of migration appears to us to be an issue of the "Sell British Goods" theme which ought to be taken seriously into account in the discussions at the Second British Advertising Convention. It is necessary to know how far encouragement of migration is feasible; how far—and to what districts—it is desirable to encourage it; how much practical help may be expected from the various Governments and communities concerned. That the existing markets overseas should be cultivated to the fullest possible extent we agree. But that, as we see it, is not the whole aim of advertising and selling. It is a solely selfish aim for the benefit of the present generation, whereas the constructive, unselfish service which we believe to be the desire of the best elements in the profession would seek to build also for the future welfare and benefit of that world-wide Commonwealth of British people which we call the Empire.

THIS WEEK'S PAPER

The Prince's Call to Salesmanship—by W. H. Harford

The Position of the A.A.—by Paul E. Derrick
British Industry's Need of a Co-ordinating Body

Streamlining a Motor's Advertising—by Daniel Bonney
How a Change in Car Design Inspired a Novel Spirit in the Advertising

The Amateurs Try their Hand

Does Your Window Pay Its Rent?
Facts and Figures about Display

IN THE PRINTING SUPPLEMENT

"Delete Reading Matter" — by Gordon Freame
How Advertisers are Using the Whole Space Half Tone

What Shall I Print it On?—II—by Captain J. S. Allan, F.I.C.

And All Regular Features
Ad. News in Brief
Publication Notes and News
Club Notes and News
Letters to the Editor
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

The Position of the A.A.

Its Value and Importance

British Industry's Need of a Co-ordinating Body—Mutual Protection and Effort

By Paul E. Derrick.

WHY an Advertising Association?

Because it provides the greatly needed means for co-operation between all those interested in putting British advertising and selling in the position it deserves to occupy in the attention of the producer, trader, consumer, and the Government.

Everyone who makes, buys, sells, or consumes British goods should be made to realise that advertising is a complex, but efficient cost-reducing machine, for the use of British industry and trade; its proper employment can efficiently increase British production and decrease selling costs.

That there is need for a strong, well-organised Advertising Association must, therefore, be obvious to anyone who has Britain's economic welfare at heart.

The Triangle

These are the three sides to the advertising triangle:—

(1) The producer, with his sales and advertising departments (the base);

(2) The owners of advertising media: the Press, the hoardings, and so forth;

(3) All those engaged in the efficient application of advertising: the advertising service agent, the consultant, the copy-writers, artists, designers, process engravers, block-makers, paper makers, printers, and makers of advertising novelties.

Selling is bigger and more complex than production. Behind and within all selling effort lies advertising in some form or other. As one of our industrial leaders recently said: "The manufacturer's problem is not the production of goods, but the getting rid of them—and it is up to advertising to do it."

Salesmen

Salesmen's organisations should be brought actively into the Advertising Association; salesmen and advertising are mutually dependent. Broadly speaking, neither one can fully succeed without the other: each does better supported by the other.

The value and importance of the Advertising Association depends upon the value and importance of its constituent bodies. No Association is needed to control these bodies, nor any phase of advertising or selling; but the Association is needed—urgently needed—to give public expression to the economic power and importance of advertising in the development of British trade, both in the home market and overseas.

The Advertising Association is needed to protect advertising from even a suggestion of predatory tax upon advertisements. However absurd such a suggestion appears to the informed mind that understands the vital need for more efficient and less costly selling and advertising to assist British industry and trade at this critical time, there are rumours of such a tax being considered. Such rumours are detrimental to business.

As well tax the steam used for British production as tax advertising, which is the steam used for British selling. As well tax the mechanic's tools.

No big industrial revival can be accomplished without advertising. No big output of goods can be maintained without advertising. No simplification of production can be attained without simplification of selling, which depends upon advertising. No maintenance or increase of industrial wage is possible without advertising. No betterment of living conditions can be assured without advertising. No diminution of British unemployment is possible without advertising. All this because advertising is the principal factor in selling British goods of all kinds, in expanding markets at reduced cost.

Foreign Competition

Only by advertising can the home market be developed to a point to require sufficient output of British goods to assure a sufficiently low production cost which can, in turn, effect an increased sale of British goods overseas in competition with foreign prices.

With so much at stake, the Advertising Association is urgently needed to co-ordinate all advertising and selling organisations into one great centralised body, to work for a higher standard of efficiency in all that can help the increased sale of British goods at a profit.

The public—the consumers of British goods—needs education with respect to advertising, to render expenditure more efficient. The "faker" and dishonest advertiser must be eliminated. Every "fake" advertisement is a tax upon legitimate advertising. A vigilance committee must be maintained and financially supported, to carry on a relentless war against all who misuse advertising by deluding the public. Thus can expenditure for legitimate advertising be made more profitable.

A strictly private meeting of advertisers was recently held in London to consider drastic remedies for compelling a reduction in the prices charged for newspaper advertising space. This was right and proper, but there are two sides to every question. How much more likely to effect its object if, under the auspices of the Advertising Association, in which both advertisers and newspaper owners are represented, a meeting could now be arranged where both parties concerned in this problem could sit down in broad-minded conference, and mutually discuss the matter and come to a fair decision? No unfair or one-sided arrangement ever stands the strain of experience.

To Develop Good Will

The Advertising Association should be a sort of League of Nations, without legislative power, but with a permanent Secretariat working in collaboration with all co-ordinated bodies, to develop good will between the buyer and seller of advertising, to better advertising and selling, and to promote organised co-operation within the Association on all matters that can help British industry.

Unrelated organisations that have no liaison between themselves are certain to be of little use, as compared with what they might accomplish if Association machinery were provided for bringing about united effort upon matters of mutual importance.

The Advertising Association is necessary to work for a united effort to make the Advertising Convention of 1926 a strong representative rally of all who are interested in more efficient British selling and advertising.

After the wonderful Convention successes of 1924 and 1925, there must be no let-down in 1926. Blackpool should be more representative, more inspired, and more widely attended than either of its predecessors.

The organising and financial burden of the Blackpool Convention should be widely and equitably distributed between all those who desire to see selling and advertising more efficiently applied to British business.

Surely, those who are vitally interested in ways and means for promoting better British business will not stand idle and unresponsive.

This is the time for the leaders in every phase of advertising and selling to get down to it; to rally round those who have generously taken on the responsibility of the organisation of the Advertising Association.

Streamlining a Motor's Advertising

How a Change in the Lines of the Car Inspired a Novel Spirit of Design in the Renault Campaign

By Daniel Bonney

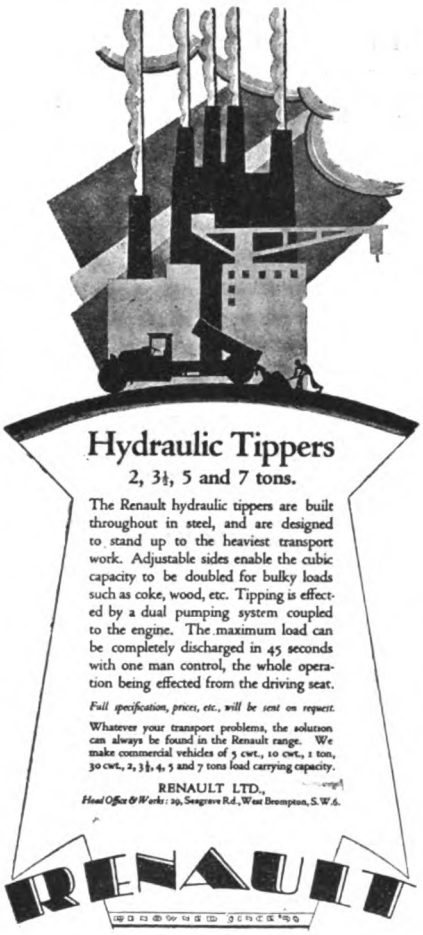
"HANDSOME is as handsome does" in the engineering world. (Though poets of modern vision have sensed the rhythm of a crankshaft, the grace of a fine automobile, and even the harsh metre that lies in the clangour of a ship's engines labouring against heavy waters.)

For many years Renault, a pioneer in the motor industry, turned out noble engines and hid them beneath bluff bonnets. A motor car in the early days of the movement had to stand four-square to the world and the bluff, though not unhandsome, fronts of Renaults seemed to express this attitude.

To-day, motoring has grown up. Designers are seeking to press the last ounce of efficiency from their machines. "Streamlining," an elusive science first evolved on the racing track and in the air, is becoming a factor in the design of touring cars. Two or three years ago Renault scrapped its old-style bonnet—a fairly bold step for a long-established motor manufacturer, for it is by the shape of their bonnets that most cars are recognised on the road—and adopted a new design more in accord with the latest principles and ideas of streamlining.

The bonnet developed in one step from a dust shield to a thing of beauty, giving a distinctive individuality to the cars. Another salient point of Renault design, the placing of the radiator behind the engine, enabled them to adopt a real streamline form without compromise.





It is a truism that the advertising man likes to deal with something distinctive, and those who were consulted on the Renault campaign saw inspiration in the verve of its yacht-like lines. The manufacturers had endowed the car with a characteristic that would make it stand out in any company. The advertising must be similarly endowed.

In order to break away from the mass of motor advertising—little of which is inspiring to any save the manufacturer and the rare enthusiast—Renault advertising established a parallel with the product itself by being subjected to a process that can only be described as streamlining the lay-out. Immediately the valuable individuality that had been gained by the car itself was won by the advertising.

"Handsome is as handsome does" in the engineering world (and the advertising, we are sometimes told) but stream-lining happens to be a beautifying process. It gives a car the beauty of a swallow or a greyhound. And its spirit has been captured in the Renault lay-outs. They possess dash and character. They are held together by swinging curves.

Sometimes this effect is achieved by a pleasing arrangement of arcs and hair-lines; sometimes by methods too subtle for easy definition. Always the spirit of streamlining is there, and just as the material streamlining of a car gives an air of speed and power even when the vehicle is stationary so does the artistic streamlining of a display promise these attributes in the product it advertises.

Not only is this quality maintained in advertisements taking such themes as "Reserve of Power"—there are very few of these general claims featured—but also in advertisements which deal with prices and the range of models. What might be dead lists of catalogue facts are breathed to life.

"Compare These Prices!" does not suggest a thrill, but a big display under this caption is bound together and raced at the reader's eye by two hair-line arcs that swing through the advertisement from top to bottom, embracing illustrations of various models. And, of course, the very pictures of the cars add to the streamline effect that is sought. Lucky lay-out man! But he has made the most of his opportunities.

Frequently there is no caption at all, the only large type in the displays



being the word "Renault," in a distinctive hand-drawn open lettering. Headlines are primarily eye-catchers, and this function is taken over by the streamline factors in the design, which do the work very effectively.

It has been pointed out that streamlining is a scientific process that has been highly developed in ultra-modern automobile circles, and one reason why its spirit has been so successfully caught in the Renault displays is that the advertising has been carried out right through by men who really understand motors. There are those who protest that the advertising man can know too much about the product he is pushing, but the "brass tacks" school has scored definitely, if subtly, in this campaign.

The style of the Renault campaign has been very well maintained throughout the territory covered by the British advertising. Stereos and matrices conforming to the general plan have been distributed among those agents who do their own advertising, and others have been encouraged to join in the Renault effort. For dealers conducting schemes for which special advertisements are deemed necessary, individual displays are drawn up to follow the main policy. A high degree of comformity has thus been assured.

And one of the beauties of the streamline advertising is that if an agent merely puts the picture of a Renault into his own advertisement something of the general campaign is crystallised in the very lines of the car's bonnet and body.

The campaign is a considerable one for a motor advertiser. Not only are the motoring papers regularly used, but a good deal of space is taken in national dailies and illustrated weeklies. Relying on no technical intricacies, the streamline effect is equally well translated by all these media.

For commercial motor advertising Renault naturally depart somewhat from the streamline idea. The same knowledge of how to use apparently insignificant details in lay-out to suggest desirable attributes is, however, observable. In a display for hydraulic tippers working capacity and strength are suggested by clever design.

Incidentally, this method of design, utilising the same factors as are employed in the car advertising, forms a link between the two campaigns. And the name-block is the same.

So there is always something new, even in motor advertising. New points of view, new vision, reveal new methods of tackling selling problems. The advertising man has looked at the Renault with a true artist's eye and has succeeded in translating the fleet spirit of its streamline into sales-compelling advertisements.

Mather and Crowther, Ltd., are the agents responsible for this campaign, which has been executed throughout in their own organisation.

The Amateurs Try their Hand

A Commentary on the Result of the "Daily Mail" Contest

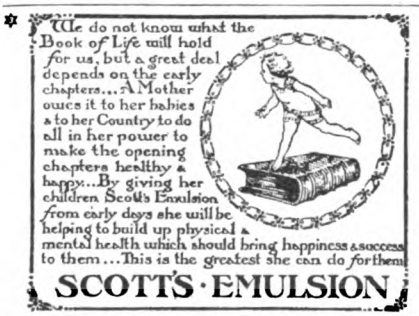
WHEN four advertisers combined last December to offer prizes for advertisements designed by amateurs in a competition announced in the *Daily Mail* there was a certain amount of quiet amusement in some quarters.

"What can they hope to get from amateurs?" said the Superior Person.

Now we know.









The four prize-winning designs for advertisements in the competition for amateurs announced by the advertisers in the "Daily Mail"

The result was published in the *Daily Mail* of February 12. And the result was very instructive.

Three of the four amateurs who won prizes have such an obvious aptitude for advertisement design that they have—subconsciously—caught every device known to the most experienced professional. The copy has that peculiar punch and phrasing typical of a certain school of thought in printed salesmanship. The general idea of the designs follows faithfully those already favoured by the particular advertisers. The sweep of the lines carried the eye straight to the name of the product. And so on throughout the book of rules.

Decidedly, those three amateurs have little or nothing to learn from the professionals. But, quite as decidedly, they bring no new ideas to advertising.

The fourth amateur is in a different case. She has dared to be original. She has dared to intimate to the advertiser that his familiar trade mark and familiar lay-out are—well, perhaps too familiar now to catch the roving eye.

The Scott's Emulsion advertisement by Mrs. H. A. Boulger caught and held the eye, in the *Daily Mail* of February 12, immediately. It was that advertisement which led to the discovery that the result of the competition was announced.

Why did it attract?

The originality of the lay-out of the particularly effective script used were the first factors. They caught the eye. Curiosity was aroused, and the eye searched instantly for the name of the product. Here, again, there was a subtle originality, for the name, though well displayed, does not shout. It is easily discoverable, but more in the way that a pleasant-mannered personality is discoverable in a crowd than is the blatant noisy individual whom everyone easily spots—and as easily dislikes.

The idea of freshness, vigour and health—essential to a body-building product—is well conveyed by the gracefully poised (but only outlined) figure of the child. The copy had to be read after that. Expectation was aroused, and not disappointed. There was a fresh human sincere note in the phrasing.

Having scanned the advertisement one settled down to further consideration of it. That was wholly due to its originality, and occurred before the discovery that it had anything to do with the competition.

The lesson to be learned from this is not that Mrs. Boulger's lay-out idea should be instantly adapted to the publicity of gas-stoves, toffee or pyjamas. What could be emulated is the freshness and the unconventionality which were the basis of the design. An amateur mind, entirely untrammelled by the well-known rules of lay-out and copywriting, defying some of the accepted "indispensable" features, has produced an advertisement that completely overshadowed those produced "according to plan."

There is, not infrequently, a certain sanity in rebellion—even when the rebel is unaware of the governing decrees that he is defying.

The Story of the Batrachian



You know that story of the mother frog who, incited by her youngsters' account of the dimensions of the first ox they had ever seen, vainly tried to puff and swell herself out to like proportions.

To set up to give Big Advertising Service, unless provided with the stature or the means for its accomplishment, would be as specious an example of over-strain as the story of the frog.

Claims as to a complete, comprehensive and smooth-running Service can be justified only by a House equipped to substantiate them.

The mention of Equipment brings us to the Big Organisation. The very nature of the Large House is its merit. It has to live up to its size in facilities, equipment and brains. It can afford to be complete on its own base. By the ability to execute everything under one roof it ensures those much desired qualities of privacy and promptness in the expert carrying out of all requirements.

Not because we are a Big Organisation do we say this. We do not glory in "bigness" for its own sake. But in our case we know it enables us to give advertisers greater service and bigger satisfaction.

Cordially we invite a visit from Business Principals. To see the Mather & Crowther Organisation at work may surprise even those who are well acquainted with advertising service in its big meaning.

MATHER & CROWTHER LTD

Modern Advertising

Head Office: 10-13, NEW BRIDGE ST., LONDON, E.C.4.

Printing Works & Foundry: BARTHOLOMEW CLOSE & KINGHORN ST.

The Prince's Call to British Salesmanship

"Explore the Overseas Markets" — The Great Demand that is Not Properly Supplied—Where our Relative Position has Declined

By W. H. Harford, *a Director of Saward, Baker and Co., Ltd.*

THIS week the Prince of Wales sent forth a clarion cry that will echo and re-echo round the factories of the British Empire. In a twenty-minutes' speech he administered a greater fillip to British trade than has been applied to this country since his father stimulated the old country by his most famous cry, "Wake up, England!" The Prince in his own words and with the weight of his position and his extensive travelling experience, said what advertising men have been saying for some years—that British goods are the best goods, that the demand for them exists even if it is latent, and that the problem of to-day is the problem of selling.

That, of course, is not the phraseology of the Prince, but it is not, I believe, straining his meaning.

Hitting the Target

Such passages as are quoted in the next column make not only fine reading, but are full of practical significance to the manufacturer. Each one is relevant to any industry. There surely cannot be a single head of big business in this country who after reading this—one of the most remarkable utterances of a generation—will not straightway proceed to discover whether his firm is on the alert, missing no opportunities which may present themselves, realising that the demand for the products of the factory increases with every tick of the clock.

"Sell British Goods"

The speech of the Prince has had at least one immediate and electrical effect. It did this amazing thing. It changed a vital word in the most popular slogan of our day. It resulted in Sir Philip Cunliffe-Lister getting on his feet and saying "Sell British goods as well as Buy British Goods." Hitherto the appeal to the Briton has been "Buy British Goods," a worthy appeal and one which has had favourable results. But the Prince's speech has thrown up an even bigger motto—"Sell British Goods."

"Sell British Goods" must be the intensive policy of the manufacturing interests of this country for the next quarter of a century. Its implications are enormous. It means, as the President of the Board of Trade pointed out, an extension of the equipment of factories, the application of research, the development of invention and constant study of the world's markets, the anticipation of people's requirements and—necessarily

The Prince's Bugle Notes

"It becomes," said the Prince, "the duty of every manufacturer to explore to the utmost the overseas markets for his goods.

"I urge manufacturers and traders, therefore, to be always on the alert and to miss no opportunity which may present itself of finding new outlets.

"Time and trade wait for no man.

"The demand for the products of the factory increases with almost every tick of the clock.

"A trade opportunity missed is gone for ever.

"There is no second barrel—and there are very many shooting.

"Neither must we forget that we have a splendid market within these islands."

—learning the art of salesmanship. That means advertising. More advertising. Better advertising.

It is the sort of electrifying speech which the Prince made that drives one to a re-examination of the country's trade position as expressed in figures. It makes one remember that whilst in many of the important industries our exports, in terms of £ s. d., are greater than in 1913, our export trade has suffered when one makes allowances for the changes in money values. It makes one wonder whether the iron and steel trade, which exported 55 million pounds' worth of goods in 1913 and only exported 68 millions in 1925, have entirely been "always on the alert," and have missed "no opportunities which may present themselves of finding new outlets."

We look at the cutlery industry, one of which this country has been exceptionally proud, and we see that the exports of cutlery and hardware have only increased by two million pounds since 1913; which really means an alarming decrease.

We look at the cotton and wool industry and find that even in money values the increase in exports is distinctly unsatisfactory, that the export of rubber manufactured goods is by no means commensurate with the growth of the world's population, and the words of the Prince flash before our eyes—"the demand for the products of the factory increases almost with every tick of the clock."

The clock has ticked with unfailing regularity in South America, a region to which the Prince particularly referred. It has ticked with such regularity in the Argentine that, whilst our exports to that country have diminished from 31 per cent. of the goods bought by that country to 23 per cent., the goods sold to the Argentine by the United States of America have increased from 14 per cent. to 23 per cent.

The Adverse Movement

It has ticked with such regularity in Bolivia that America, instead of enjoying only 7 per cent. of Bolivia's foreign purchases as in 1913, now enjoys 23 per cent. It has ticked furiously in Brazil, where we have only added 2 per cent. to our trade and America has added 7 per cent. It has ticked like mad in Chile, where we have lost 6 per cent. of trade and America has gained 10 per cent. It has ticked to our extreme disadvantage in Honduras, where before the war we supplied 13 per cent. of that country's requirements and now only provide 1 per cent., whereas America now provides 87 per cent.

It has ticked in the same sickening way in Panama, where we have dropped from 22 per cent. to 11 per cent., whereas America has increased from 54 per cent. to 68 per cent. It has ticked in Paraguay 6 per cent. against us and 9 per cent. in favour of America; in Peru 8 per cent. against us and 11 per cent. in favour of America. It has ticked adversely against us in China, where we drop 4 per cent. and America gains 12 per cent.; in Sweden, where we drop 3 per cent. and America gains 7 per cent.; in Spain, where we drop 6 per cent. and America gains 15 per cent.; in Italy, where we drop 5 per cent. and America gains 10 per cent. and so on, and so on.

The Prince said: "Wherever I went, whether in the Dominions or Colonies or the foreign countries which I have visited, I found a great and growing demand for British goods." If that is so—and no one questions it—what are we going to do about it? It is nice to know, it is comforting to realise, that we manufacture the best goods in the world, that in the words of Sir Austen Chamberlain "no British trader broke his word, no British trader repudiated his contract; if markets had gone against them, no British trader tried to make good the adverse turn of fortune or miscalculation by supplying inferior

The Observer

THE OLDEST AND GREATEST SUNDAY JOURNAL

"DON'T advertise in *THE OBSERVER* unless you have got something good. *THE OBSERVER* doesn't want sham. *THE OBSERVER'S* advertisements are taken seriously, like itself. Half the women who come to London, come to see whether the things they have read of in *THE OBSERVER* advertisements are as described. *THE OBSERVER* doesn't want them to be disappointed. If you have real value, *THE OBSERVER* sells it quicker for you than any other paper."

From "'The Observer'—its Book."

1791 **1926**

goods." But if the demand for our good products is increasing, why do not we so organise our salesmanship that we supply the demand, that we keep pace with every tick of the clock?

The answer is that as a nation we think of the very term "salesmanship" as the theoretical output of some business institute. We fail to see the forest of buyers because of the big solid tree of production. We are so intent with the machinery inside our factory that the windows of the factory are never cleaned and we can never see the market outside.

Five Industries

The Prince's speech, as we have said, has a significance to every industry, but if the writer had to name five industries which could benefit most from the lessons of the Prince's speech he would say the Sheffield steel industry, the textile industry (cotton and wool), the pottery and glass industry, the electrical industry, and the rubber manufacturing industry.

Take the cutlery trade, with which we may ally the hardware industry. In 1913 we exported 7,000,000 pounds sterling, and in 1920 9,000,000 pounds sterling. To have been level with 1913 we should have exported at least £11,000,000 worth of cutlery and hardware goods. The manufacturer of cutlery says in effect, "All the world knows about Sheffield steel." Yet the fact remains we are not selling as much Sheffield steel as we have a right to expect. The answer that foreign producers are selling on lower price is by no means a complete answer, for as another speaker pointed out on the occasion of the British Industries Fair function, personal representation in foreign countries with practical demonstration of superior quality will get business in spite of price.

The Sheffield steel industry has not so far solved the problem of marketing, branding and advertising its goods. With every tick of the clock the demand of the products of the factories increases.

Textiles

In the case of textiles, as Mr. Edgar Osborne pointed out in a recent issue of the ADVERTISER'S WEEKLY, "A sense of futility seems to have brooded over the industry since the big boom spent itself." Mr. Osborne drew attention to the fact that Lancashire, like every industrial centre, is faced with the one big problem—the selling problem—and that it must march with the times and use advertising. He estimated that 20,000,000 pounds worth of cotton fabrics were retailed in Great Britain last year, and that it was doubtful whether advertising allocation exceeded £100,000—only £100,000 spent in the greatest force to promote sales.

It is all a question of adapting policy to the needs of the times. In the last issue of a Sunday paper it was stated that one ready-made clothes factory alone, that of John Barran & Sons, Leeds, can produce anything between 1,000 and 1,200 suits in a day. It would seem as though the factories of Yorkshire could clothe the world. Why don't they clothe the world, or at any rate, a sufficient proportion of the world to relieve the weaving and making-up industry of its troubles and of its unemployed?

Even more extraordinary, considering the comparative newness of the industry, is that of electrical goods.

In 1913 we exported £5,000,000 worth, and in 1925 £11,000,000 worth. Making due allowances for the depreciated value of money, the increase is insignificant. The electrical industry is an infant industry. With every tick of the clock the demand for electrical goods increases at an amazing rate. It was only a few months ago that electrical interests decided to attempt to popularise the use of electrical appliances in what the Prince described as "the splendid market within these islands," and their present-day efforts are a drop in the ocean of their possibilities. There is work for thousands of British unemployed in an enlivened and vigorous electrical industry.

Earthenware and glass represent craftsmanship. There is enough craftsmanship in Staffordshire which, if properly employed, would make Bennett's Five Towns hum with activity. There are enough people in America alone who if told and educated repeatedly and consistently, would keep the whole of Staffordshire's craftsmen on a full time basis. The American has the money to spend, and is appreciative of the unexampled products of the Staffordshire potter.

True, again, is it of the rubber manufacturing industry, an industry which as expressed in terms of sterling only increased its export trade by just over 100 per cent. The use of rubber has crept into our lives imperceptibly. The demand for rubber products has increased despite lack of aggression on the part of rubber manufacturers (there is at least one brilliant exception to the charge). What would have happened to the industry had there been driving power in salesmanship and efficient advertising, nobody can tell.

The demand for British goods is increasing the world over. The British manufacturer refuses to depreciate his quality. He sticks to the letter and the spirit of his contracts. With every tick of the clock demand for the products of the British factory increases.

If all this is true, and again no one doubts it, there is only one conclusion left. It is the conclusion voiced by Sir Philip Cunliffe-Lister—**REDOUBLE YOUR EFFORTS TO SELL BRITISH GOODS.**

How to Sell Overseas

Mr. O. Rivington's Address to the Birmingham Publicity Club

An interesting address was delivered at the last meeting on "How to Market Goods Overseas," the lecturer being Mr. O. Rivington, of Herbert Terry & Son, Ltd., Redditch. This proved extremely informative, and the subsequent questions and discussions were well supported.

"The best way," said the speaker, "is to go and get first-hand knowledge of the conditions in an overseas market, but when this is not possible, manufacturers should get to know what service the Board of Trade and the Federation of British Industries can render. Another course is to get some well-introduced local agent to take up the selling agency. The credentials of the agent should be carefully considered, and if worthy, he should have the whole-hearted support of the home office." Before embarking upon any scheme, it was advisable to ascertain what customs, language barriers, or buying habits of the country concerned may be hostile to the success of selling. Detail in regard to colour and finish in the packing of goods should have careful attention. Were our weights and measures in conformity with foreign standards? Must the product for sale be marked or packed specially? Was competition weak or strong? If others had tried to sell a similar line had they succeeded or failed? Who, what, and where was the consumer?

It was necessary to advertise the article in order to familiarise the trade-mark and the name of the goods with the people. Apart from that, advertising was necessary to complete the sales circle, and set up the demand without which no success could be ensured. But advertising overseas was an intricate business, and it was always advisable to have the guidance of a man who knew the country; he had no erroneous ideas as to the buying capacity of the market. Many markets were not so big in population and buying units as the map would have us believe.

The SUNDAY CHRONICLE
The Sunday Journal of the well-to-do

Ferryhill,
DURHAM,
February 1st, 1926

Messrs. Trufood Limited.

Dear Sirs,

Allow us to say a big thank you for the benefit our Vera Corbett has derived from your Food.

It is just over a week since we started to use it and the change in her condition is truly marvellous, so much so that people are beginning to tell us that they cannot help but look at her. If you had seen her a fortnight ago to-day you would have exclaimed the same as our Doctor did, that "there is no hope for her." She was just a mere shadow of her former self.

We tried several other foods but all to no avail, and noticing your advertisement in the Home Companion, we decided to give it a trial. We received a trial tin from you and Mr. Hall ordered it for us, and we are continuing it. We are having her photo taken now and then we will have it taken later on so that you can see the change it has made.

We thought you would like to hear about this case and we are so pleased at the result that we would almost do anything to thank you.

Believe us to be,

Yours sincerely,

(*Signed*) John & A. Wheatley

(Parents)

Reprinted by courtesy of Messrs. Trufood Ltd.

"Noticing your Advertisement in HOME COMPANION"

THIS is yet another of the many instances, which advertisers are constantly bringing to our notice, of the keen interest taken by readers of HOME COMPANION in the advertisement pages.

It bears remarkable testimony to the popularity of the Infants' Welfare page, which is a regular feature in HOME COMPANION, and also in its contemporary—Woman's World.

Advertisers in these papers get results and that is why the amount of advertising in them has increased by over 100 per cent. during the last five years.

For the advertiser of any Food or other requirement for Baby, and also any article of use to Mothers or in the home, these two "domestic" weeklies offer one of the most profitable advertising mediums obtainable.

CHAS. E. MANDER,
Advertisement Manager.

Amalgamated Press (1922), Ltd., The Fleetway House, Farringdon Street - - - LONDON, E.C.4.

WOMAN'S WORLD
AND
HOME COMPANION
have a combined circulation of well over
500,000
COPIES WEEKLY

Why not have your advertisement "noticed" and your service given a "trial" by testing them at the

COMBINED RATE
£100 Per Page

A Short Intimate Talk Broadcast from the YORKSHIRE EVENING POST.

DISTRIBUTION.

IN our last talk something was said about the organisation which we have set up in South Yorkshire and Lincolnshire for the distribution of the edition of the *Yorkshire Evening Post* which is printed and published at Doncaster specially for that area.

Good distribution is vital to the success of any paper. No matter how well-edited it may be, efficiently produced in every particular, all that this represents in thought and skill is wasted if the product is not brought promptly to market.

The wholesale newsagent who is in every populous centre, usually with branches, simplifies distribution for the morning paper, which has also the advantage in rural areas of the dispensation given by the Post Office to mail carts run by private contract to carry newspapers and doctor's medicine.

To the evening paper the wholesaler can give small help. It must play a lone hand. Either from the publishing office (in our case, two publishing offices) or from its branch offices (of which we have twelve) it must send supplies direct to retailers throughout its territory. When that territory is the largest county in England, meaning Yorkshire, with incursions into parts of other counties, a big organisation must be created and maintained.

The *Yorkshire Evening Post* makes use of 20 motor vans for distribution from its Leeds office, and 7 vans and 3 motor cycles from its Doncaster office.

Add the motor vehicles used by its larger agents, and the hundreds of bicycles used by the men, youths and boys who deliver it on their nightly rounds (all waiting at the stations to which their supplies are brought by train) and you have some idea of the vast store of energy that is required in distributing a popular evening paper.

In the city, in the town, in the remote village of the dales (where the motor bus helps us)—there is scarce anywhere in Yorkshire where the *Yorkshire Evening Post* cannot be bought. It is cried on the streets of Sheffield, Bradford, Hull, York, Huddersfield and Halifax, though each of these has its own well-equipped evening paper or papers. Even Newcastle demands it.

Is it too much to say that the *Yorkshire Evening Post* has the distributing organisation it deserves?

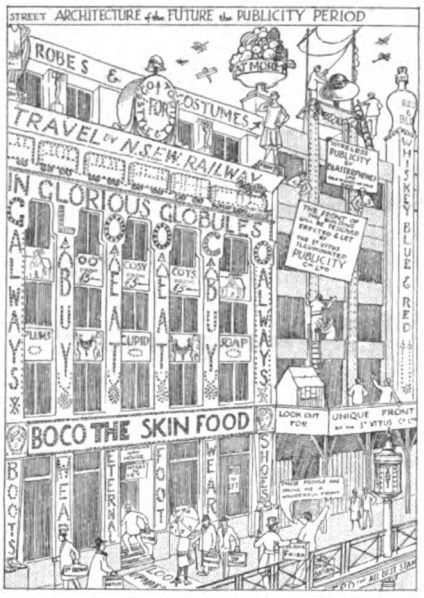
Leeds: Albion Street. Doncaster: Scot Lane.

Ad. News in Brief

Wembley's £120,000—New Jewish Paper—Royal Testimonials—Social Activities—A Customer Census

Wembley Advertising

The advertising expenditure for the British Empire Exhibition totalled £121,833 in 1925, said Mr. A. M. Samuel, M.P., in answer to a question in the House of Commons. Only a very small amount was spent in foreign countries.



Will it come to this? A cartoon from "Tee Square and Tape," the house organ of David Rowell and Co., Ltd.

Duke of York and "Raleigh"

The Duke of York visited Nottingham last week as the guest of Sir Harold and Lady Bowden, and inspected the Raleigh cycle factory. A special page of pictures, in addition to a full report of the visit, was published by the *Nottingham Guardian*.

"The Jewish Graphic"

Mr. J. d'Orth Winterhoff has been appointed advertisement manager of the *Jewish Graphic*, the first number of which is expected to be published shortly. This new weekly is founded, and is to be edited by, Mr. Barnett Friedberg. Mr. Winterhoff was for a number of years advertising manager of Dickins and Jones, Ltd., prior to which he was with W. H. Scroggie, Ltd., Montreal, and Pryce Jones (Canada) Ltd.

A Census of Buyers

A porcelain merchant in Saxony took a census of his customers during the recent Porcelain Week and discovered that out of 482 people who bought goods 153 were attracted by newspaper advertisements, 118 by window displays, 76 by recommendation of friends, 46 by salesmen, 31 by leaflets distributed on the streets, 30 by the Porcelain Exhibition, 12 by the head of the house himself.

Votes for Advertising

Electors of Halifax, Yorks, last week voted against certain clauses in a local Parliamentary Bill which sought to restrict the height and locality of hoardings. Local advertising interests, which have refused to sully beauty spots in the neighbourhood, fought their case strongly and the clause was rejected by over 1,000 votes.

A Big Bag

Melachrino cigarette advertising this spring in America is centred round testimonials from the Maharajah of Kapurthala, Prince Wilhelm of Sweden, Prince Luis de Bourbon and other European and Asiatic nobilities. The testimonials are stated to have been obtained for Melachrinos by a relative of the Swedish Royal House.

Publicity Arts Ball

The annual costume ball held by Publicity Arts, Ltd., on February 5 was a huge success. Over 400 people were present at Prince's Galleries, many showing great originality in their costumes. Prizes were given in three sections—most original, most artistic and best advertising figure. The gay throng reluctantly dispersed at 4 a.m.

The N.A.B.S. Banquet

The President of the Aldwych Club, Sir Charles C. Wakefield, Bart., and Lady Wakefield, have intimated their intention of supporting the Annual Festival of the National Advertising Benevolent Society at the Connaught Rooms on Friday, March 12.

The concert arrangements have been undertaken by Messrs. Lionel Powell and Holt, who intimate that among those who will kindly give their services are Miss Evelyn Scotney, the celebrated coloratura soprano, and Mr. Eric Marshall, the popular British baritone.

An Edinburgh Marriage

The marriage took place in the North British Station Hotel, Edinburgh, last week, of Mr. John Shiell Cochrane, manager of the Edinburgh office of the *Glasgow Herald*, and Miss Mabel Sanderson. The bridesmaid was Miss Elizabeth Sanderson, sister of the bride, and the best man was Mr. James Hebenton of the *Glasgow Herald*. Mr. and Mrs. Cochrane were the recipients of many gifts, and among the presentations made to Mr. Cochrane were those from the head office and Edinburgh office staffs of the *Glasgow Herald* and from his friends in the Scottish Liberal Club, Edinburgh.

The New Motor Ship

Mr. S. H. Perren, London advertising manager of the *Sheffield Daily Telegraph* and chairman of the Press Advertisement Managers' Association, replied to the toast of "The Press" at the luncheon on board the new R.M.S.P. motor vessel *Asturias* last week. The advertising of the ship has been placed through the Baynard Press.

Undesirable

The British National Vigilance Committee has drawn the attention of advertisement managers to a trick recently resorted to by dealers in certain types of medicaments. The advertisement refers only to anti-fat pills, but the literature sent out in reply to inquiries is of a character which it is undesirable should get into the hands of young people. Attention is also called to the fact that the form in which certain pills are advertised indicates that they are intended for use as abortifacients. The Patent Medicine Parliamentary Committee's Report on Quack Medicines recommended that all such advertisements should be prohibited.

New Features
Mark the Progress
of the
MORNING POST

FOLLOWING THE SETTLED POLICY of ensuring that the Morning Post shall be read by ever increasing numbers of the best class of people in the country, this journal has recently inaugurated two unique features which have met with a more than cordial welcome, and have achieved outstanding success

THE LEADING STATESMEN of the world are contributing a series of articles of the highest importance, dealing with their respective countries.

THE BEST BRAINS OF THE AGE have been retained to make the second new feature—"Notes by the Way"—a causerie which EVERYONE MUST READ

ADVERTISERS OF GOODS OF QUALITY
who wish to reach the
RESPONSIBLE, PURCHASING PUBLIC
must use

The Morning Post.

Morning Post Building
346, Strand,
London. W.C. 2

PERCY WATSON.
Advertisement Manager
Telephone, City 1500

'The Judicious Use of Space.'

For nearly two years this inch or so of space has been made to work for this Agency.

It has had to hold up the readers of this paper—

Attract them, interest them and lead them gently into the propaganda matter in this column.

It has had to build up for the Hexagon a name for originality and resource; a reputation for out-of-the-rut Propaganda.

That it has done its work well is indicated by the kind letters of approval that have come to us.

By the business that has in many cases ensued.

Proving that the judicious use of a small space may be more effective than the indifferent use of a large one.

E. W. BARNEY LTD.
ADVERTISING,
CENTRAL HOUSE,
KINGSWAY,
W.C.2.
Members of the Association of British Advertising Agents Incorporated.

Does Your Window Pay its Rent?

Facts and Figures About Display—Fractional Outlay that Pulls Big Results—Mr. W. N. Taft's Valuable New Book

FEW men have given more thorough study to the economics as well as the æsthetics of window-display than has Mr. William Nelson Taft, the editor of the American *Retail Ledger*. Certainly no modern display man has set down the facts about display-costs and display-results on the scale and with the thoroughness that Mr. Taft has done in "The Handbook of Window Display" (McGraw-Hill Publishing Co., Ltd., 25s. net), which has just been published.

Wide Range

The amount of information in the book is stupendous. You can find everything in it, from the percentage of window advertising expenses to sales volume in a musical instrument dealer's up to the adaptation of a broken window to effective display.

There is hardly a word of theory in the whole book. Facts and the results of experimentation are the basis of everything that Mr. Taft sets down. He has studied and tabulated the work done in the 800,000 retail windows of the United States, and he maintains that the windows of any store have a potential value of at least one-third the rental of the entire store.

"Potential Value"

Every retailer in this country might well ask himself if his windows are producing a sales volume in that ratio. Mr. Taft does not pretend that this is the case in the United States. "The phrase used is 'potential value' for, unfortunately, there are relatively few stores which realise the full possibilities of their windows and take steps to achieve them."

Making the windows pull sales volume, he points out, is not a matter of expenditure of money, but investment of brains. He has compiled a most valuable table of window advertising expenses in relation to sales volume, according to selling departments, and grouped according to total sales volume. The table is too long to reproduce in full, but we extract a dozen representative departments, including both highest and lowest percentages which are given in the table below.

As a pendant to this table we may abstract also some valuable figures which Mr. Taft quotes, on the authority of the Harvard Bureau of Business Research on the percentage cost of light, heat and power to total net sales in various stores. These may be tabulated thus:—

	Per cent. of sales.
Department Stores.	
Sales of £10,000 to £19,900	0.7
Sales of £20,000 to £49,900	0.5
Sales of £50,000 to £199,000	0.4
Sales of £200,000 and up	0.35
Grocery Stores.	
Sales of £6,000 to £29,900	0.3
Sales of £30,000 and up	0.4
Shoe Stores.	
Sales of £6,000 to £9,900	0.6
Sales of £20,000 to £49,900	0.5
Sales of £50,000 and up..	0.7
Hardware Stores.	
Sales of £8,000 to £12,000	0.49
Sales of £12,000 to £20,000	0.42
Jewellery Stores.	
Sales of less than £10,000	0.7
Sales of £10,000 and over	0.5

He analyses a number of cases to prove his contention that by tuning up the lighting equipment the sales power of a window can be increased. Here, again, his statistical tables are really dramatic, if properly studied, but it may be sufficient here to instance one demonstrated fact—that for an increase of cost in light of 12 cents an hour a sales increase of $18 was obtained.

The problems of display itself, apart from its financial aspect, Mr. Taft handles most interestingly. Backgrounds, the care of wax figures, the pulling power of various colours, the value of motion, the news in the window, price cards, the window in relation to the shop front—these are a few of the topics to each of which he devotes an entire chapter.

There is a new idea on almost every page. They are tried and tested ideas. No display man and no retailer who aims at being progressive dare plead that he has not read the book. For until he has, his education in window display is incomplete. H. C. F.

Sales volume.	Group A, up to £150,000.	Group B, up to £200,000.	Group C, up to £400,000.	Group D, up to £1,000,000.	Group E, over £1,000,000.
Hosiery (women's and children's)	0.29	0.33	0.50	0.35	0.24
Toys and sporting goods	0.95	1.00	1.00	0.85	0.53
Men's hosiery, hats and caps	0.95	1.60	0.82	0.75	0.65
Umbrellas, parasols, canes	0.50	0.57	0.60	0.40	0.32
Handkerchiefs	0.40	0.51	0.40	0.43	0.34
Sweaters	1.60	1.00	1.16	1.29	0.55
Women's skirts	1.20	1.25	1.00	1.04	0.73
Women's suits	1.30	1.50	1.00	1.12	1.50
Furs	1.40	1.43	0.95	0.73	0.65
Floor coverings	0.76	0.62	0.65	0.63	0.30
Silverware and jewellery	0.58	0.60	0.50	0.54	0.34
Luggage	1.26	—	1.03	1.10	0.65

Daily News

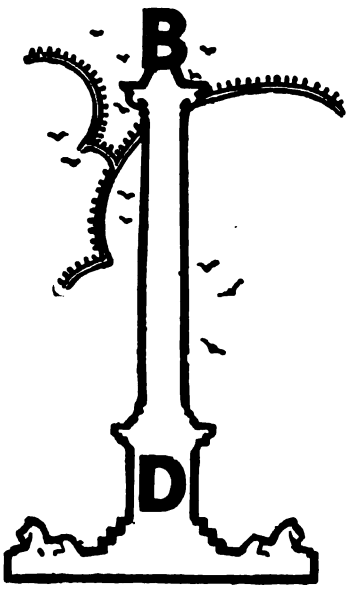
Audited Average Certified
Net Sales for the 12 months
Jan. 1st to Dec. 31st, 1925

619,787
copies daily

The Star

Audited Average Certified
Net Sales, all Editions, for
the 12 months, Jan. 1st
to Dec. 31st, 1925

674,478
copies daily



D U T Y

In selecting Nelson's Column as the emblem of this House we had another idea in mind besides emphasizing our address in Trafalgar Square. The name "Nelson" will always be associated with "duty"—and the duty of an advertising adviser to his client is a point never forgotten at this House.

Chief among his duties we hold personal zeal for the client's cause. Individual attention in fact—a service that with the best intentions in the world the "mass production" agency cannot hope to render.

Equally important in our code is a rigid supervision of extraneous charges. Art work, printing, and so on must of course be charged for. Nevertheless it is just here that the conscientious agent can save his client endless waste.

Heads of concerns interested in "low overhead" advertising are cordially invited to write or 'phone for an appointment.

BERTRAM DAY
and Company Limited

COMPLETE ADVERTISING SERVICE

9-10 Charing Cross, S.W.1

'Phone: Gerrard 8063 (3 lines.)

'Grams: "Adbertrada, Westcent, London."

The New Advertising Club

Launching Arranged for February 23—Mass Meeting at the Essex Hall

THE New Advertising Club will be launched on Tuesday evening next at an open mass meeting of all men interested in any and every branch of advertising, in the Essex Hall, Essex Street, Strand, at 6.15 p.m.

Particular stress is laid upon the fact that the meeting is open to all engaged in the advertising profession. The ADVERTISER'S WEEKLY understands that agency men, those in printing offices who are dealing with advertising material, process engravers, advertising managers and assistants in manufacturers' offices or retail stores are included. Moreover, there is no limitation as to what branch of advertising work a man may be engaged upon. Thus copywriters, artists, voucher checking clerks, layout men, space buyers, are all welcome.

"We are throwing every door wide open," said a member of the Provisional Committee.

"Our business has reached a stage when it is due to us that we should have a club, which in the fullest meaning of the phrase can be common ground for everybody, big or small, for the few who pay super-tax and for those fortunate enough not to have to pay income-tax.

"The New Club will be a pool in which everybody can throw all the little petty jealousies and drown them for good and all. But better than that, the social atmosphere which we intend to create will inevitably result in a big forward educative movement. Constantly does one hear of young men who feel they have unusual talent and ability who cannot move forward in the profession because they never get a chance of exchanging ideas.

"Our biggest ideal is to establish that common meeting place, but fortunately we are not stopping at that. We accomplish that by finding the right premises and by fixing the subscription as low as two guineas. The other things that will be provided fill the more practical needs of advertising men. Lunch and tea will be available at moderate prices and with every club comfort. Everybody knows the difficulty of obtaining mid-day refreshment in decent surroundings and within easy reach of the average office. The premises upon which an option has been taken will be sufficient to cater for a very large number, but if, as may very well happen, that accommodation is quickly strained, we have left ourselves open to transferring immediately to even bigger premises.

"Although we say so ourselves, the scheme has been thought out in minute detail. It has involved a lot of work and a good deal of patience, but if we are not mistaken in the enthusiasm that has been aroused, our task will have been worth while.

"We have talked for years of the need for this thing—this club devoid of sectional differences, this place the only password to which will be 'I am an Ad. Man,' the only key to which will be two guineas a year.

"'Tuesday, February 23, at the Essex Hall, at 6.15 p.m.' That will be the heading of one of the most interesting chapters that will some day be written about the progress of British advertising."

Guide Books Out of Date?

Points and Problems in Community Advertising this Year

MR. WALTER P. WATKINS, Honorary Publicity Advertiser to the Corporation of Bexhill-on-Sea, addressing the Corporation's Advertising and Publicity Committee, strongly deprecated the issue of further guides or brochures as being out of date. He urged the townspeople to concentrate upon a really live scheme of advertising the advantages of Bexhill-on-Sea as a health and pleasure resort in the daily and evening Press, particularly in London.

A publicity campaign of a comprehensive and widespread character is being launched in connection with the Stoke-on-Trent Civic Week, and preliminary arrangements were made at a meeting of the Advertising and Publicity Committee, held at the Town Hall, Stoke, last week.

Mr. Grimwade stated that the British Pottery Manufacturers' Federation had voted the necessary sum of money for a publicity film showing the whole of the process of pottery manufacture, which would be shown in at least 1,200 cinemas in this country, and also in some countries overseas—at any rate in our Dominions and the United States. If necessary, explanatory matter would be translated into six languages. Twenty thousand very fine show cards were also to be distributed to pottery dealers. A prize of £25 had been awarded for the best design.

The Mayor reported that the L.M.S. Railway Company had agreed to exhibit Civic week posters on all their stations.

Various suggestions for Press and other advertising were considered, and it was also decided to publish in suitable form a programme of events for Civic week.

The beneficial effect of advertising on trade was stressed at a conference at the Waterford Chamber of Commerce last week, between wholesale and retail tradesmen, when it was decided to form a Committee to inaugurate a shopping week for the city.

Several speakers urged that the matter should be well advertised outside the city.

The Southport Hotel and Apartment House Proprietors' Association is fighting hard for representation on the Corporation Band and Advertising Committee and has passed a resolution requesting the Committee to co-opt a member of the Association's committee.

Answering a question about earlier holidays, Mr. A. Evans, the chairman, said the workpeople in the Potteries had agreed to press for earlier holidays. What they wanted was to get the industrial areas of Lancashire and Yorkshire to have their holidays earlier. There were a lot of difficulties in the way, chiefly the question of school holidays.

Hall Marked



EVERY advertisement in the columns of GOOD HOUSEKEEPING is stamped with the hall-mark of quality. The readers of this magazine —the majority of whom are women of means with the ability to satisfy their choice—have implicit con fidence in its pages devoted to advertisement display.

And naturally so — for GOOD HOUSEKEEPING is the pre-eminent Magazine in these Islands, to stand behind and guarantee the quality of every article advertised in its columns.

It follows that GOOD HOUSEKEEPING has won the confidence of the very class of readers it pays you most to reach.

GOOD HOUSEKEEPING

C. R. FASTNEDGE,
Advertisement Manager,
153 Queen Victoria St., E.C.4.
Northern Office: 1, Princess St., Albert Sq., Manchester.

Publication Notes and News

Going Up

Commencing May 1 the rates for *John Bull* will be increased to £6 6s. per inch run of paper and £300 per page facing reading matter on all fresh orders. Current orders may run at the present rate until the issue dated October 2. This price is based upon a guaranteed net sale of 1,000,000—at present considerably exceeded—and will continue until the sale reaches 1,500,000. The present rate of £250 per page was based on 800,000 net sales.

New Owners of " The Bazaar "

That old-established and popular family newspaper, the *Bazaar, Exchange and Mart*, has just been acquired by a new company—The Bazaar, Exchange & Mart, Ltd., under the Directorship of Mr. Bain Irvine, Managing Director of Cassell & Co., Ltd., and Mr. Frederick Carl, of Link House Publications. No change will be made for the present in the rates to advertisers or the trade. Mr. Mynott, the present manager, is joining the new firm, together with the majority of the old employees, some of whom have been with the business for over thirty years.

Net Sales

The certified net sales of the *Competitors' Journal and Everybody's Weekly* are 183,876 copies per week.

Picture Page

The *Daily Herald* is now running a page of pictures on the back page. Commencing last week, this scheme has been adopted as a regular feature.

Also Important

In addition to an impressive list of contributors, a sumptuous new brochure issued by *Nash's Magazine* gives a list of advertisers who regularly use the paper. " Of equal importance to editorial companionship is the companionship of advertiser," says an introductory note.

" Willing's Press Guide "

The compact and comprehensive " Willing's Press Guide " is now published for 1926, this being the 53rd annual issue. The mass of information contained in this handy-sized volume is well classified so that reference is greatly facilitated. A new feature is the incorporation of telephone numbers in the A.B.C. section. An excellent half-crown's worth.

" The Cherwell "

" Free Speech at Oxford " was the subject of an article by Mr. Frank Lee (Balliol), chairman of the Oxford Labour Club, in the last issue of the *Cherwell*. It was written as a reply to the Vice-Chancellor's ban on Communist views.

News on the Front Page

The *Weekly Northern Whig*, Belfast, has adopted a new format. Editorial matter is now published on the front page instead of advertisements. A great deal of matter for home reading is incorporated in the paper, including a serial by Edgar Wallace—which is " featured " on the front page.

Ideal Homes in Sheffield

The *Sheffield Independent* Ideal Homes Exhibition was opened last week by the Lord Mayor of Sheffield. The Exhibition, which closes to-morrow, has been very successful.

Twenty-first Birthday

Monday's issue of *Motor Transport* was a twenty-first birthday number, specially enlarged. An interesting survey of the great progress made in commercial motors since 1905 was contained in the editorial—and, incidentally, many of the advertising columns. Many leaders of the industry sent congratulations.

Wireless Statistics

The *Wireless Trader* last week published tables showing the dimensions reached by our export trade in wireless apparatus during 1925. These figures, which are supplementary to those recently issued for the nine months ended September 1925, were specially prepared for the *Wireless Export Trader* by the Statistical Department of H.M. Customs and Excise. The total value of the exports for the year was given as £1,335,087.

The Saturday Market Place

A further development in the service to advertisers in connection with the " Saturday Market Place " feature of the *Daily Chronicle* was a competition announced in last Saturday's issue. In addition to cash prizes, the awards include the refund of the whole—or a substantial part—of the cost of a purchased article advertised in this feature to successful competitors.



If your goods are for women your advertising is for

WELDONS

Famous Fashion Journals

30-32 Southampton Street, Strand, London, W.C.2

Newspaper
ıal Advertiser

News puts you in
ıtact with the ultimate
ıgh the columns of this
of the artisan classes of
ɔnal contact with millions
Test the possibilities of
vill know why so many
larly use its columns

NEWS

ıs—and Pulls

advertisements are keyed. The over and over again. About regular users of its columns.

EMPIRE NEWS
PULLS AND PULLS AND PULLS

Withy Grove
Manchester
City 6501

CLUB NOTES & NEWS

What's On

The following Club meetings have been arranged for the coming week :—

Aldwych, Thursday, after-lunch talk by Mr. Gilbert Frankau, "The influence of the novel on Anglo-American relations." Sir Chas. Higham presiding.

Regent, Caxton Hall, 7.30 p.m., Wednesday, Mr. R. P. Gossop, "Commercial essentials in art work."

Glasgow, to-day (Friday), visit of Manchester Club, Grosvenor Restaurant; 1 p.m., February 26, discussion.

Cardiff, Royal Hotel, 7.30 p.m., Tuesday, members' evening.

Birmingham, Wednesday, Mr. W. Teignmouth Shore, "The retailer and merchant."

Ulster, Monday, monthly luncheon, the Rt. Hon. J. Milne Barbour, M.P., Minister of Commerce, Government of Northern Ireland.

British Association of Display Men, National Cash Register Co.'s offices, Tottenham Court Road, W.C., 7.30 p.m., Thursday, Sir Charles F. Higham.

New Club, Essex Hall, Essex Street, W.C., 6.15 p.m., Tuesday, mass meeting.

Leeds, Queen's Hall, 7.30 p.m., to-night (Friday), Mr. Arthur Hill, "Advertising from the manufacturer's point of view"; February 26, annual meeting.

Nottingham, Elite Café, 7.30 p.m., Monday, Mr. J. W. Bryce.

The I.S.M.A. Children's Party will be held at the Club Rooms, Cosmo Hotel, Southampton Row, on Saturday, February 27, from 3 to 7 p.m.

London—Legal Rights of the Advertising Man

Mr. Robert J. Kelly, a member of the club, addressed Monday evening's meeting at the Hotel Cecil on the subject of the legal rights of advertising men, particularly with regard to copyright. Mr. Andrew Milne presided.

When an artist made a design, said Mr. Kelly, he created something which could be seen and also two rights—(1) the right of possession, and (2) right of reproduction. The right of property could be sold irrespective of the rights of reproduction, and of the latter rights, one or many, or all, could be sold.

The Copyright Act of 1911 was the artist's and writer's charter. Under the Fine Arts Copyright Act (1862) when you parted with a work you parted with all rights in it. The Copyright Act (1911) reversed the process. When a design or manuscript was finished the copyright was automatically vested in the author and he could part with his drawing or manuscript without parting with his rights. In order to dispose of his rights he had to sign an assignment.

If a line drawing was ordered it was obviously for reproduction, and that right was implied. But the drawing could not be coloured to make a poster of it, because that would involve further work.

Mr. George Beloe Ellis, an expert on copyright, followed Mr. Kelly, and Mr. H. St. George Syms, hon. solicitor to the Thirty Club, the Aldwych Club, and the Advertising Association, also spoke on legal aspects of the subject.

A number of specific questions were put by members, and were answered jointly or separately by Mr. Kelly, Mr. Ellis and Mr. Syms.

Public Speaking Section

"That we are influenced more by the men and women we meet than by the books we read," was the motion put by Mr. D. K. Shaw to the members of the class at their last meeting, held in the Oak Room, Kingsway Hall, on February 9. In the absence of Mr. Thornberry, the chair was ably taken by Mr. John Rosswick. Mr. J. W. Hill opposed the motion, and the whole debate proved most interesting and enjoyable. Mr. Alfred Robinson criticised each individual speaker, and his remarks were greatly appreciated by all.

Golf Circle

A golf circle, open to both men and women, has been formed, with Mr. F. T. Carvill as captain. Mr. F. J. Flynn is hon. secretary and treasurer, and the committee consists of Mr. C. L. Pounds, Mr. Carl Hentschel, Mr. Rossiter, and Mr. F. Keyes.

Regent—"Business Research Applied to Retailing"

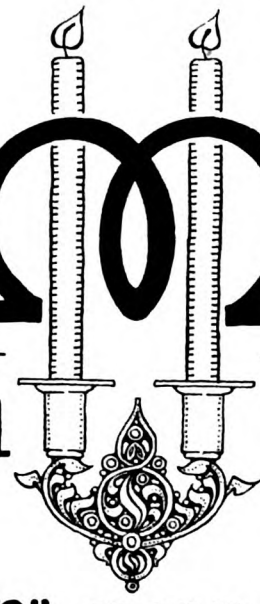
Mr. W. A. Cooke, President of the Business Research Association, spoke on "Business Research Applied to Retailing" at the meeting on Wednesday last week, at the Caxton Hall, Westminster. Mr. E. Boreland Green, vice-chairman of the Club, presided.

Mr. Cooke said that a retailer, in order to be successful, must have a knowledge of his customers—of their wants, their habits, their credit and their standards of

NO CUSTOMS BARRIER TO TRADE WITH NORTHERN IRELAND

Read "ULSTER AS A POTENTIAL MARKET," by The Rt. Hon. Thomas Moles, M.P., Deputy Speaker in the Parliament of Northern Ireland. You can obtain a copy post free, on application to the "Belfast Telegraph," 40-43, Fleet St., London, E.C.4.

WOMAN



Her Second Birthday

"WOMAN" BEGINS TO TALK.

WITH her issue of April next "WOMAN" celebrates her second birthday. In two years she has firmly established herself at the top of magazines appealing to the modern woman of culture and means.

Her advertising achievement alone proves her success. Twice the volume of advertisements were carried during the second year of her life as in the first.

"WOMAN" has an equal appeal to the SOCIETY and to the DOMESTIC woman. Her pulling power lies in class prestige *plus* the largest net sale of any Woman's Society Magazine printed on art paper.

To mark her second birthday "WOMAN" will be considerably enlarged.

April issue closes for Press 25th February.

SPECIMEN COPY AND RATES FROM

Betty Thatcher, Advertisement Manager

33-36 Paternoster Row, London. EC.4.

Telephone CENTRAL 1462-3-4



The Catholic Times
CATHOLIC OPINION.
THE ORGAN OF THE CATHOLIC BODY.

A
GIGANTIC
MARKET

is open to you through the medium of *The Catholic Times*. There are

2,000,000

Catholics in England, and

3,000,000

in Ireland, all

Ready to Buy Your Goods.

What are you, the Manufacturers and Retailers, doing to reach this vast multitude of Buyers?

Are you sure that your present campaign influences or even reaches this section of the population?

THE
CATHOLIC
TIMES
is an Organ of Established Repute.

It has an influential and exclusive circulation among this great buying public, and reaches them for

£25

per page and pro rata.

Specimen copy sent free with advertisement rates on application to the

ADVERTISEMENT MANAGER,

THE
CATHOLIC TIMES
8, Bouverie Street, Fleet Street, E.C.4

Telephone—Central 4909.

Telegrams—"Catholicus, Fleet, London."

living, where they took their holidays, their children and where they went to school, their recreations and amusements and a hundred and one other things. He said it was simple for the local shopkeeper to know his customers, because he lived among them, but the big store must employ market investigation to find out all these things.

Mr. Cooke spoke about the value of complaints and the source of information they provided.

An interesting discussion followed the lecture, in which Miss Temple, Miss Foster, Miss Debenham, and Messrs. Lea, Kirkwood, Rosswick, Grant and Samuel took part.

Gala Night on Saturday

Gala night on Saturday was an unqualified success. The attendance was the largest yet recorded at a Regent social event, and a large proportion both of members and friends were in fancy dress.

Pleasing surprise events which took place during the evening were the showering of lucky balloons and "Bonus" envelopes among the company. Some of the balloons bore the lucky number 13, and several of the envelopes contained slips marked 13; the fortunate finders all received prizes. A ballot was run in aid of the National Advertising Benevolent Society and £2 6s. was collected. Seven prizes were given: the first two (an electric travelling iron oufit and an electric torch) were presented by Mr. G. C. A. Mann, advertising manager of Girdlestone and Co., and several boxes of chocolates by Messrs. Nestlé. The prize winners were Miss D. James, Mrs. Kean, Mr. Atkins, Miss Carter, Mrs. Ralston, Miss Best and Mr. Jones. Great amusement was caused by the fancy dress parade, and there were so many excellent costumes that Mr. Philip Emanuel decided to give three special merit prizes in addition to the prizes previously announced.

The fancy dresses were judged in sections and prizes awarded to Miss Rowe, Mr. F. C. Ashby, Mr. Gordon J. Redgrove, and Miss L. Wood. The special merit prizes (a year's subscription to *Ideal Home* for the lady, and a year's subscription to the *Passing Show* for the gentlemen) went to Miss Puddifoot, Mr. L. W. Ireland, and the Rev. J. Carden. The winners of the spot waltz prize were Mr. H. W. Jackson and Miss Weinstein.

The prizes for the No. 13 balloons went to Miss G. Howell, Mrs. Ward, Mrs. Turner, Miss McCann, and Messrs. Turner, Lewis Hart and F. C. Ashby; and for the bonus envelopes to Miss Robinson, Miss Lowe, Miss Gale, Miss Kitching, Mr. F. G. Scott and Mr. Pearson.

Ulster—Mr. St. John Ervine on his Northern Irish Guide Book

Mr. St. John Ervine, author and journalist, who has completed a tour of Ulster for the purpose of writing a guide-book for the Ulster Tourist Development Association, was entertained to luncheon by the Advertising Club of Ulster in Belfast last week. In the absence of Sir Robert Baird, president of the A.C.U., the chair was taken by Mr. Archibald Scott, one of the vice-presidents, and among the others present were Sir James Craig, Prime Minister of Northern Ireland, and Mr. Lynn Doyle, a well-known Irish writer.

Responding to the toast of his health, Mr. St. John Ervine said that when his guide-book was published they would find in it very little about industry, but a great deal about the people and the Province itself. The Ulster holiday posters from the paintings of Mr. Conor had impressed him by their strength and comeliness, whilst the common people of Ulster provided the subjects for the writings of Mr. Lynn Doyle and others.

Sir James Craig, replying to the toast of "Prosperity to Ulster," proposed by the Vice-Chancellor of Queen's University (Dr. R. W. Livingstone), said that the Ulster people were well worth working for, and anything that the Advertising Club could do for the Province would be appreciated by the people themselves.

Cardiff—"The Costs and Profits of Retailers"

Mr. John C. Kirkwood addressed last week's meeting on "The Costs and Profits of Retailers." Mr. Douglas Duncan presided.

Mr. Kirkwood expressed the belief that it was the obligation of the primary seller, the manufacturer, to shoulder the burden of the sale of his products, from first to last, in order to assure maximum sales, and to ensure the future of his business. Though he might, and probably would, employ the services of middlemen in the distributive process, yet he ought, out of self-interest, to create a consumer demand for his product.

The speaker contended that retailers could make more money, and at the same time give the public a more acceptable service, when they handled to the fullest possible extent goods which were pre-sold as a consequent of plentiful and persistent national advertising. Dealing with the costs and profits of retailing, Mr. Kirkwood indicated how it was possible, and desirable, at the beginning of the retailer's trading year, to formulate a budget of selling costs. He made the point that the retailer should set out, at the beginning of his trading year, to achieve, as a minimum, sales of a pre-determined amount, which sales, if and when accomplished, would restore all selling costs, and also pay employed capital its necessary wages. It was not only possible, but also essential, to calculate at the beginning of the retailer's trading year the number of customers requiring to be served daily, weekly, monthly, quarterly and annually, in respect of the business as a whole and of every organised department in the business.

Mr. Duncan mentioned Mr. C. T. Hutchison's appointment to a new post at Blackpool, and the meeting instructed the Council to arrange for the presentation of a souvenir to Mr. Hutchison.

Women's Advertising Club—Finance and Advertising

Miss Gordon Holmes, managing director of the National Securities Corporation, Ltd., spoke on "Finance and Advertising" at the dinner on Thursday of last week.

There was a time, said Miss Holmes, when she hoped to enter the advertising profession. But after answering an advertisement of a prominent advertising agent for "a brilliant business woman," and failing to get the job, she turned to financial circles and obtained a post in a financial trust company in Lombard Street. Here she speedily discovered that rather muddled publicity methods were being employed, and on investigation found that the returns on post-cards being sent out by the firm were half per cent. In a short time she persuaded them to have the cards printed in red and black instead of all black, and almost immediately the returns rose

PROPOSED NEW ADVERTISING CLUB*

A
MASS MEETING

will be held on

TUESDAY next, Feb. 23rd, at 6.15 p.m.

in the

ESSEX HALL, ESSEX STREET, STRAND
(Opposite the Law Courts)

Mr. W. H. HARFORD (a Director of Saward, Baker & Co., Ltd.) in the Chair, supported by the following provisional Committee :

Mr. W. ALEXANDER (Nash & Alexander, Ltd.)
Mr. C. BASHFORTH (F. E. Potter, Ltd.)
Mr. FELIX THOMSON (C. Mitchell & Co., Ltd.)
Mr. W. HUTTON (John Brown Service)
Mr. R. WITNEY (W. S. Crawford, Ltd.)
Mr. A. H. KING (Erwin, Wasey & Co., Ltd.)
Mr. W. LARKINS (Saward, Baker & Co., Ltd.)
Mr. EDWARD J. TRASH (Colman's Agency), *Hon. Organising Secretary*

Proposals will be put forward for the formation of a men's club to cater for all engaged in various forms of advertising such as :—

Principals and Members of the staffs of Advertising Agencies.
" " " Blockmakers, Engravers & Process Workers.
" " " Book Publishers.
Advertising Managers and Assistants of Industrial Concerns.

All men whose occupation is principally concerned with advertising are cordially invited.

For further details please refer to the article on page 306.

*NOTE THE DATE, THE TIME, THE PLACE

Business Medicine

Some people choose a particular doctor because he prescribes pleasant medicine—others because he can cure them.

Advertisements, like medicine, are not prescribed and prepared to tickle the palate but to suit the conditions of the business which they are designed to promote—determined by skilful market investigations.

Sheldons Ltd

Press Advertising Department

conducts market researches, discusses sales-policy with the advertiser, and then writes copy to serve as a business tonic or cure business ills—strong, pungent copy, effective because its policy has been devised in a long-sighted manner, each advertisement linking-up with the next and all combining to

sell the goods

If your Advertising interests you sufficiently to make you desire the best possible service, we suggest that you allow us to call upon you.

Sheldons Ltd.

SERVICE ADVERTISING
PRESS AND POSTER

LEEDS

Established 1840.

to 2½ per cent.—which brilliant result flooded the office with work for months to come! At the present time, added Miss Holmes, she would not be content with less than 15 per cent. on a financial mail order proposition, and preferred 20 to 25 per cent. returns.

An interesting discussion followed, and a vote of thanks to the speaker was proposed by Miss Ward and seconded by Mrs. A. J. Wilson. Mrs. E. M. Wood presided.

Hull—Meeting to Inaugurate New Club

A small coterie of prominent business men in the city is endeavouring to inaugurate a Hull Publicity Club, and a meeting for this purpose will be held at the Grosvenor Hotel, Hull, on Tuesday, at 7.30 p.m. A list of close upon 300 names has been compiled, and these people have been circulated with a view to their attendance at the meeting which it is hoped will be addressed by Lt.-Col. E. F. Lawson, Mr. Andrew Milne, Mr. F. E. Cook, of Leeds, and a number of local advertising men.

Aldwych Snooker Team just lose to the Press Club

The Snooker Competition for the Aldwych Cup between members of Press Club and Aldwych Club, at Press Club, Thursday, February 11, resulted in a win for the Press Club by twelve points.

The result depended on the last black in the last game, the winning stroke being by Mr. Harold Wimbury.

AGGREGATE SCORES.

Aldwych Club.		*Press Club.*	
C. Turner ..	116 *v.*	F. Coles..	132
Crosby Cook	128 *v.*	E. Bland	91
G. Burnside	83 *v.*	W. Vestey	105
J. Southwell	121 *v.*	F. H. Budgen	100
W. B. Warren O. Patterson	84 *v.*	A. J. Kemplay P. E. Verstone	101
W. E. Vincent H. Simmons	90 *v.*	H. Wimbury S. Southerton	105
	622		634

The Aldwych team was captained by Mr. W. B. Warren and the Press Club team by Mr. W. Vestey.

The players and fellow members were entertained to dinner during the evening.

Glasgow—Why America is Prosperous

"American Business Methods" was the subject of an address, on Friday, by Sir William Alexander, M.P., who dealt with the characteristics which made for success in America. Americans were always ready to exchange business knowledge and in their development of research work they now excelled Germany. In salesmanship their scientific methods were far in advance of any other country. Sir William also went into the reasons for the state of American industrial prosperity, and the difference between the attitude of the workers in Britain and in America.

Mr. J. Hugh Edwards, M.P., also detailed some of his experiences in the Unites States.

The Manchester Publicity Club were due in Glasgow last night (Thursday) and to-day they are to be the guests on a sight-seeing expedition. The after-dinner discussions should be particularly interesting.

Oxford—Making a Little Money go a Long Way

Under the auspices of the Speakers' Bureau, Mr. Francis R. Groves, of Morris & Groves, visited the Oxford Publicity Club last week and gave an interesting address on "Making a little money go a long way in Advertising."

Mr. S. G. Hunt presided.

Mr. Groves said it might seem strange to them that he, as an advertising agent, should choose such a subject, but he assured them that there was sound business behind it. He referred to the importance of the advertising agent and the advertiser getting together in order to share their experiences, and said many would-be small advertisers were rather scared by the great advertisers, and thought that their few hundred pounds could be of no use. It had been proved, however, that the small advertiser had a goal which the large advertiser could not reach, and they had to remember that most large advertisers had started in a small way.

The lecture was followed by an interesting discussion.

Ireland—Advertising and the Promotion of World Peace

"How Advertising can help in Promoting World Peace" was the title of an address delivered by Mr. Bolton Waller, B.A., winner of the International Peace Prize, for an essay on the best method of promoting world peace, at the Publicity Club luncheon last week in Clery's Restaurant.

Bradford—Increased Membership Reported at Annual Meeting

The second annual meeting was held in the Midland Hotel, on Friday, Mr. H. C. Derwent, the president, presiding over a large attendance.

In his annual report, the hon. secretary (Mr. N. Thorpe Richardson) said that the most satisfactory feature of the second year's work was the increase in membership from 82 members at the end of 1924 to 115 members at the end of 1925, while at the beginning of the present year many inquiries had been made and additional membership secured.

Mr. J. Lindsay, hon. auditor, after submitting the financial statement for the years 1924-25, said that given a proportionate increase in membership they ought to be able to wipe out a large part of the deficit with which they were at present faced.

In moving the adoption of the report and balance-sheet, Mr. H. C. Derwent said that in the initial formation of a club such as this they were faced with considerable difficulty, created by the fact of it being a new club and, indeed, a new feature in the country. They were one of the first clubs to be founded after the return of the delegates from America. Mr. Derwent mentioned that in regard to the Shopping Week in Bradford, the Publicity Club had played an important part and their services in this connection had been suitably acknowledged by the Bradford Chamber of Trade. Mr. L. P. Hoult seconded, and the report and balance-sheet were adopted.

Proposing the election of Lieutenant-Colonel the Hon. F. Vernon Willey as president for the ensuing year, Mr. Derwent said that the club had been exceedingly fortunate in securing Colonel Willey's consent as a nominee for this position. Bradford Publicity Club had done more during the past year of giving due publicity to Bradford than probably had been ever done in twelve months in the history of the city. Mr. A. Widd seconded, and the nomination was unanimously approved.

In moving a vote of thanks to the retiring president, Mr. G. H. Leeson said that Mr. Derwent had been a very great friend of the club during his first year. The vote, seconded by Mr. W. Pitchers, was heartily accorded.

The following officers were appointed: Vice-presidents: Mr. H. C. Derwent (president, 1925), Lord Barnby, Sir James Hill, Bart., Mr. Arthur James Hill, Lieutenant-Colonel A. Gadie, M.P., Mr. H. Stephenson, and Mr. Francis Laidler. Chairman: Mr. G. H. Leeson. Vice-chairman: Mr. F. Cresswell; Hon. treasurer: Mr. W. Barber. Hon. secretary: Mr. N. Thorpe Richardson; Hon. programme secretary: Mr. W. H. Meggs.

The Executive Committee was elected as follows:—Mr. W. H. Bottomley; Mr. L. P. Hoult; Mr. W. Pitchers; Mr. A. Smith; Mr. W. Teale; Mr. H. H. Thompsett; and Mr. D. Vaudreuil. Messrs. Lindsay and Wild were elected hon. auditors.

Manchester—Annual Meeting and Election of Officers

The annual meeting of the club was held on Tuesday at the Midland Hotel, Manchester, under the chairmanship of the President, Sir William Veno. In presenting his annual report the hon. secretary, Mr. J. Vincent, commented upon the fact that the average attendance at the club meetings was approximately 43 per cent. of the active membership, and while this was not altogether unsatisfactory he certainly looked for greater enthusiasm among the members during the Convention year, and invited suggestions for the consideration of the Council as to the manner in which the meetings could be made more attractive. Civic support for the club's efforts in connection with the Convention had been readily forthcoming, and the Lord Mayor of Manchester, together with the Mayors of Salford and Blackpool, had become vice-presidents of the club.

The thanks of the members were due to the proprietors of the *Manchester Guardian* and the *Evening News*, the *City News*, and also to Allied Newspapers, Ltd., proprietors of the *Daily Dispatch* and *Evening Chronicle*, for the insertion of club advertisements from time to time. As a sidelight on the secretary's duties, Mr. Vincent pointed out that during the nine months in which he had held the office he had sent out, on behalf of the club, over 4,000 letters, and had attended forty meetings. During the year the club had taken a very keen interest in the proposal for a Manchester Civic Week, and, as a Committee was now going into the details and had practically decided that there should be a Civic Week, it looked as though their efforts, combined with those of others, had been entirely successful.

In the unavoidable absence of the hon. treasurer, Mr. W. J. Harrop, the secretary formally presented the statement of accounts for the year ending December 31, 1925, which showed a highly satisfactory state of affairs so far as the club's finances were concerned.

The result of the ballot for vice-presidents and executive committee was announced as follows:—Vice-presidents: Messrs. E. R. Cross, J. C. Grime, M.B.E., J.P.; H. L. Hardwick, R. H. Jackson, A. Marland, E. Osborne, F. J. Roe and E. Schofield. Executive committee: Messrs. E. Bowden, J. H. Dixon, W. J. Reese, R. Sheppard and F. G. Thomas.

There being no alternative nominations there was no necessity for an election in the case of the other offices, and the following were therefore unanimously re-elected:—President, Sir William H. Veno; hon. treasurer, M. W. J. Harrop; hon. secretary, Mr. J. Vincent; hon. assistant secretary, Mr. J. H. Grime; hon. auditors, Mr. H. Baron, F.C.A., and Mr. H. H. Lomax, A.S.A.A.

If—

A few Goods consistently advertised in the "Ford Times."

Dunlop Tyres
Vacuum Oil
Shell Oil
Goodyear Tyres
Harvey Frost
Swaysorbers
Olson Extensions
Oliver Ploughs
Ruckstel Axle
Seccotine
National Employers' Insurance Company
Army Club Cigarettes
N.A.P. Tyres
B.A.I.C.O. Extensions
Aerograph
Berk's Acid
Avon Tyres
Veedol Oil
Stewart Speedometers
etc., etc.

You have goods appealing to Ford and Fordson Owners

Advertise them Consistently and Persistently in

The FORD TIMES

other firms are so doing and find it pays—and pays well.

Advertisement Manager—
A. D. McDONALD,

REDOUBT LTD.
Thanet House, 231-2 Strand,
LONDON, W.C.2.

'Phone: - - - - *City* 6467/8
'Grams: - - *"Forditoral, Estrand."*

TO THE SPACE BUYER

For careful consideration

"HAIRDRESSING Illustrated" is a well-established periodical dealing authoritatively with the art of Hairdressing and the subject of Beauty Culture—subjects that command the interest of every fashionable woman.

ITS numerous Illustrations and articles brought "up to the minute" by expert writers are eagerly anticipated every quarter by a distinctly high-class clientele.



YOUR CAMPAIGN SHOULD CERTAINLY INCLUDE—

HAIRDRESSING ILLUSTRATED
& Beauty Fashions Review

Phone .... CENTRAL 562

6d.—36 pages. Rates and Specimen Copy gladly sent, on request to:—
S. THROWER, 20, Imperial Bldgs., Ludgate Circus, E.C.

"THE ART OF ADVERTISEMENT COPY WRITING"

By J. C. TOOHILL.

Just issued! The *only* book ever published that explains how to ***write*** advertising copy. Not a dry page within the book, and not an advertising man should be without it.

CONTENTS—

Chapter I ... ... Introduction.
Chapter II ... ... Structural Devices.
Chapter III ... ... Points of Punctuation.
Chapter IV ... ... Selection of Terms.
Chapter V ... Methods of Expressing Thought.
Chapter VI ... ... Building Headlines.
Chapter VII ... ... Weaving Slogans.
Chapter VIII... ... ... New Copy for Old.
Chapter IX ... ... Copy of the Future.

5/- Nett

at all Newsagents.
Or from the Publishers:

JOHN BALE, SONS & DANIELSSON, LTD.,
83-91, Great Titchfield Street, W.1.
5/6 post free.

SEVEN Years' Publicity Experience

with the leading firm of telephone and radio manufacturers.
Advertiser, desirous of change, seeks responsible post. Has handled large foreign advertising campaign. Has good all-round experience, including LAYOUTS, CATALOGUE WORK, COPY-WRITING, SALES LETTERS, etc.

Write to—Box 40,
"The Advertiser's Weekly,"
66, Shoe Lane, E.C.4.

REPRESENTATION BIRMINGHAM & DISTRICT

Advertiser, some years experience outside for leading London Agency, since employed as Advertising Manager by several large Engineering Firms, desires to represent technical or trade paper in the Midlands. Good Commercial Photographer with own apparatus; can prepare rough sketches, layouts and copy for Advertisers. Would consider commission terms. Box 55, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

FLEET STREET CLUB

DINNER — DANCE

FRIDAY, FEBRUARY 26th

AT

KING'S HALL,
HOLBORN RESTAURANT

Application for tickets (**10/6** each) should be sent immediately to

F. W. SLAUGHTER, *Hon. Secy.*,
52, Napier Court, Hurlingham,
London, S.W.6.

OLDHAM CHRONICLE
EVENING and WEEKLY
Advertise your Products in Industrial Oldham.

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

SIR,—If the Advertising Association really represents the advertising business, the business is entitled to a straightforward and open explanation of the curious announcements which called forth Sir Charles Higham's courageous protest at the inaugural banquet.

Was the Association formed democratically as the result of a delegate conference representative of the various interests so vitally concerned, and if not in what sense is it representative?

If it was so formed, were these same delegates consulted before, and did they agree to, the original announcement of the proposed powers of the Association?

And did a delegate conference agree to the modification of those powers?

What were the Articles of the Association which the Board of Trade objected to, and why were they objected to?

And were the modifications the result of the Board of Trade's objections or of the objections of other parties, and if the latter, who were the parties, and by what right do they thus interfere with the publicly announced proposals of the Association which is supposed to represent all interests?

Until these questions are answered the Association stands discredited. Sir Charles Higham speaks for a very large section of the business which is dismayed and thoroughly dissatisfied with the present announced intention of the Association.

An Advertising Association which is merely a piece of club organisation is misnamed and worthless. What is needed and urgently needed is precisely what the Association originally announced itself as constituting—a disciplinary body supported by the whole business.

Sir Charles Higham is right; half measures are useless and will not be tolerated. If the Advertising Association is not prepared to face the task it originally set itself, it had better surrender a title which is deceptive and let more courageous men organise an advertising association on the right lines.

GILBERT RUSSELL.

Crossway Cottage,
Amersham Common, Bucks.

[*As was announced at the time in the* ADVERTISER'S WEEKLY, *the negotiations for the formation of the Advertising Association were carried out by the leading officials of all the organisations connected with advertising, and the draft Articles of Association had the approval of the Council. The modification was approved also by the Council, as Lt.-Col. Lawson explained in the* WEEKLY *Mr. Russell exaggerates when he says that the Association stands discredited, because these questions have already been answered, as he should be aware.—We have received a letter in the same sense from Mr. C. Thompson Walker.*—ED., AD. WEEKLY.]

The Woman Haters

SIR,—A few weeks ago we inserted a series of advertisements in the *Times*, in each of which a girl was appropriately featured in connection with the use of our product. A copy of one of these advertisements was returned to us anonymously and upon it a message had been scribbled couched in uncomplimentary phrases, the purport of which was that the public was utterly nauseated with the appearance of these illustrations of girls at every turn in every paper.

An illustration of a woman's head which appeared in another firm's advertisement on the back of the same sheet of paper had been scribbled over in the same way.

We do not think that the anoymous critic in question is justified in speaking for the public, but it may be of interest to your readers as representing an extreme point of view, and it would also be of interest to us to know if any of your readers have come up against a similar objection.

Yours faithfully,
MANUFACTURERS.

Good Ideas for Advertisers

An Idea May Sometimes Mean Hundreds of Pounds to You in Your Business. Those Given Below perhaps Contain Just the Hint for which You have been Looking

"If Not Delivered——"

An engineering firm when sending out a booklet on a special subject—printed on the envelopes:—

> "If not delivered within 5 days to the principal of the firm to whom it is addressed—return to Civil Engineering, Ltd."

This would have the tendency to get the book into the right quarter, and prevent wastage of the more expensive printed matter.

Keep Your Customers

Every package that goes out ought to contain a piece of advertising that will help to make the customer buy again. Too many merchants, while worrying about the customers they haven't got, allow those they have to slip away. Very many people who buy your goods are transients, and may buy your competitor's next time.

Advertising which hits hardest is the cheapest. A booklet in the package is bound to hit pretty hard, because the purchaser is already interested in your goods, or the purchase would not have been made.

* * *

Finding the Page

Users of a neat little catalogue recently issued by Hans Renold, Ltd., Manchester, can refer quickly to any particular item by means of a simple device. In the margin of each page is printed in heavy type the class of goods there dealt with—for instance, "10 to 20 h.p. Bush Roller." This heavy type is set along the margin, so that it does not occupy much space, while the reader is enabled to "run" through the catalogue and find the specification wanted without trouble.

CURRENT ADVERTISING

C. Vernon & Sons, Ltd., have new business in hand for Dorcas Cambric and Abbey Road Building Society.

Fredk. E. Potter, Ltd., have increased advertising going out for Peterkin, and have been issuing new instructions for Decca Gramophone, Culmak and Lines' Toys.

Walton Harvey, Ltd., are now handling a scheme for Vauxhall Motor Cars.

G. Street & Co., Ltd. (Gracechurch Street) have been giving out additional business for Borwick's Baking Powder.

E. W. Barney, Ltd., are now placing for Craven Burleigh Hair Restorer and are again issuing instructions for Sandow Institute.

Nash & Alexander, Ltd., have business in hand for Alderton's Puff Paste and have extended for Lakerol Pastilles.

C. Mitchell & Co., Ltd., have issued instructions for new season's advertising for Mead Cycles, for which another extensive campaign has been arranged.

Sells, Ltd., are again handling space for Ridge's Food and Marconiphone.

Barker, Drabble & Co. have extended advertising for Carr & Westley.

Osborne-Peacock Co., Ltd., are handling an increased amount of business for Tan Sad Baby Prams, and have commenced a new appropriation for Bulloch Lade's Scotch Whisky.

J. Varney & Co., Ltd. (Manchester), have been booking additional newspaper space for Dr. Cassell's Tablets.

Stephen's Service is handling an appropriation for Salzium.

Ashby Service Agency, Ltd., have increased space appearing for De Witt's Pills.

Erwin, Wasey & Co., Ltd., have new advertising going out for Ford Motors.

S. H. Benson, Ltd., have commenced a scheme for Rowntree's Chatsworth Chocolates, have increased advertising for Rowntree's Pastilles and have been placing new instructions for Bovril and Sailor Salmon.

Adelphi Press, Ltd., are again giving out for Spratt's Dog Biscuits.

John Haddon & Co. have an appropriation in hand for Churchman's Cigarettes.

Mutual Agency has recommenced booking space for Theo Noel Co.

T. B. Browne, Ltd., have been placing for Mackintosh's Toffee.

Griffiths & Millington, Ltd., have increased advertising for Kynaston Catarrh Cure, and have been giving out for Robinson's Fertilisers and Lawn Seeds.

D. C. Cuthbertson & Co., Ltd. (Glasgow) have been taking up new media for Fleming, Reid & Co.

C. F. Higham, Ltd., are booking space in the dailies for the Dunlop Lawn Tennis Balls.

Samson Clark & Co., Ltd., have a scheme in hand for Papier Poudre.

Brandis-Davis Agency, Ltd., are again placing for Qualcast Lawn Motor, and have been giving out considerable space for Knight's Seeds.

Frederick Aldridge is arranging Salvation Army Self-Denial advertising.

Bree-Pearson (Leicester) are placing for Ossicaide.

R. R. Scott & Co. have been appointed advertising agents for Foolprufe Patent Accumulator Co., Ltd., of Market Harborough.

Pool's Advertising Service are now placing Press publicity for Government Departments, including the War Office, Stationery Office, Air Ministry, Admiralty, Inland Revenue and Telephone Service; have also in hand a Press scheme for McLintock's of Barnsley



Grandpa wants another Assistant

About a year ago in this paper appeared an advertisement something like this one. The right man was found, made good, and has been promoted.

The present vacancy calls for a really clever advertising man in the Export Advertising and Selling Department of E. Griffiths Hughes, Ltd., Manchester. His work will comprise advertising, selling, and correspondence with Overseas markets, Colonial, Continental and Foreign.

A thorough training in advertising is an infinitely more important qualification than a shipping-office-routine knowledge of Overseas markets. The latter can be acquired easily; the former is a matter of some years' previous experience. Knowledge of foreign languages is an advantage, but not indispensable. The selected man will have to be a "guide, philosopher and friend" to numerous Advertising Agents, Selling Agents, and Customers all over the world for Kruschen Salts, the Karswood Products and Radox Bath Salts, etc. And he can only do that properly if he has been "through the mill" himself, in the preparation of copy, booklets, trade shots, etc.

This is not a job for an aspiring copywriter: it is a job for a trained man who can send specimens of similar work which he has done himself—not work which someone higher up has turned into usable material. Send specimens and full particulars of yourself and the salary you want. These will not be shown to anyone, and they will be returned. No one will know that you have applied for the position except yourself and the Managing Director to whom your application is made.

This is a splendid opportunity for the right man. The job will be well paid, and the man who can hold the job down successfully need not worry about the future; but he must have sufficient qualifications. It will be a waste of time to apply if you are not fully competent to do the work and do it well.

Write to Harry Marland, Managing Director, E. Griffiths Hughes, Ltd., 68, Deansgate Arcade, Manchester.

CONNOLLY

THE MOTOR ARTIST

The artist who really can draw motors and motor cycles, who knows them and loves them, is the man the motor-trade needs to-day.

H. Connolly

4, Russell Chambers, Bury Street, LONDON, W.C.1.

Telephone: Museum 3889.

EXPERIENCED COPY-WRITER WANTED

THE LONDON PRESS EXCHANGE, LTD., has room for a really able and experienced copy-writer. It is doubtful whether there are more than six men in London possessing the ability demanded. On the other hand, the position might be secured by a man who is capable of good work, but who is not now getting a chance to do his best work.

If you decide to apply, there must be no mistake about the quality of your talent: you must have genuine ability. Some Agency experience is essential, though you need not be in an Agency now. No specimens must be sent in the first instance. Write a letter stating your record in detail, marking your envelope "Copywriter" in the top left-hand corner and addressing it to The London Press Exchange, Ltd., 110, St. Martin's Lane, W.C.2.

The right man will have his full worth in salary.

WELL-KNOWN & PROGRESSIVE AGENCY

has vacancy for

ACTIVE & EXPERIENCED BUSINESS GETTER

Must have had agency experience and be in a position to influence accounts and act in a liaison capacity with important clients.

Only those who are at present employed in responsible positions need apply.

State age, qualifications, experience and reason for application.

All communications will be treated in confidence.

Box 66, "Advertiser's Weekly," 66, Shoe Lane, E.C.4

(Down Quilts, etc.), and an extended scheme for the Car and General Insurance Corporation.

Charterhouse Advertising Service is handling a campaign of Green & Baxter, Ltd., in farming papers, and placing Bush Hair Preparations in the Sunday Press, religious weeklies, etc.

Woodwright Service, Ltd., have a full-page campaign just starting for Microstat, and are booking for K.L.G. Plugs, spaces in provincials in addition to usual campaign.

Lawson E. Trout (Birmingham) is handling the advertising of the West End Cinema and Concerts, Birmingham.

Arks Publicity, Ltd., who have been appointed advertising agents to Messrs. Worthington-Simpson, and to Elite Costumiers, Ltd., are booking in the technical and trade Press for the former and in the leading dailies for the latter.

W.-M. Publicity Service, Ltd., are again placing orders for Messrs. Rotax, Ltd., have a small Colonial campaign in hand for Yorkshire Relish, and also a campaign for Messrs. E. Hart & Sons, Ltd.

Dorland Agency new business includes a campaign in connection with the new Slough works of Citroen Cars, and Macy's, Ltd., motor service agents.

COMPETITION FOR TECHNICAL ADVERTISING

THE complete results of the *Electrical Review* advertisement competition—briefly reported last week—are now published. The competition was for the best series of advertisements published in the paper between July and December, 1925.

First prize of £100 in Class A was awarded to Mr. J. L. Hayden, of Sells, Ltd., for six full-page advertisements for the Macintosh Cable Co., Ltd. Two special prizes of £50 were added to the prize list in this class by the publishers, and were awarded to the Wandsworth Electrical Manufacturing Co., Birmingham, for six full-page advertisements prepared by Mr. John F. Preston, of H. P. Pope, Ltd., and to A. Reyrolle & Co., Ltd., Hebburn-on-Tyne.

First prize of £50 in Class B was awarded to Evershed & Vignoles, Ltd., Acton, W., whose advertising manager is Mr. A. W. Swan, for six half-pages.

First prize of £25 in Class C was awarded to Mr. J. E. Crawshaw, Manchester, for the best six quarter-pages for the Lea Recorder Co., Ltd.

Forty-five advertisers entered for the competition. The successful advertisements were reproduced in an art supplement to last week's *Electrical Review*.

In their report the judges—Mr. J. W. Beauchamp, director and secretary, British Electrical Development Association; Mr. Leonard L. Robinson, Borough Electrical Engineer, Hackney; and Mr. Leonard G. Tate, Secretary, the Electrical Contractors' Association—said:

"The competition has, in our opinion, given a stimulus to the desire of advertisers and designers to produce work of a high standard. As the result of our examination of the 270 examples that were submitted by 45 companies and firms, we feel that we must congratulate British advertisers upon the advance that they have made, for we believe it to be perfectly true that in the normal weekly issues of trade journals, either in this country or in America, there is no better advertising matter than has been brought together in this collection."

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

RECEIVING ORDER

Balls, Thomas Alfred, 158, Grange Road, Bermondsey, S.E.1, Compositor, formerly honorary editor of a newspaper at 3, Great New Street, Shoe Lane, E.C.4. Receiving Order, February 9. First meeting of creditors, 11.30 a.m., February 22. Public Examination, 11 a.m., March 31, both at Bankruptcy Buildings, Carey Street, W.C. Adjudication, February 9.

INTENDED DIVIDENDS

The Metropolitan Review, Ltd., Oakley House, 14, Bloomsbury Street, W.C. (00602 of 1921). Last day for receiving proofs, February 26, 1926. Liquidator, H. Wingfield, 67, Watling Street, E.C.

The Yadil Press, Ltd., 37, Bloomsbury Square, London (00518 of 1924). Last day for receiving proofs, March 2, 1926. Liquidator, G. D. Pepys, Official Receiver and Liquidator, 33, Carey Street, W.C.

WINDING-UP PROCEEDINGS

Particulars have now been issued in the compulsory liquidation of **British Economy Association, Ltd.,** 140, High Holborn, W.C., against which company a winding-up order was made on July 14.

The company was incorporated as a "private" one on August 23, 1923, with a nominal capital of £100, subsequently increased to £5,000, and was promoted for the purpose of carrying on business as advertising agents, contractors, etc., but after June, 1924, the business of the company appears to have been that of estate agents and builders.

According to the statement of affairs, the assets are valued at £4,515, but the Official Receiver does not think this figure will be realised. Unsecured creditors' claims amount to £13,444. The paid-up capital was £553.

NEW COMPANIES

[*Compiled for the* ADVERTISER'S WEEKLY *by the Information Bureau, Ltd., 140, Strand, W.C. 2.*]

London Mirror Co., Ltd. (211,620).—Private company. Registered February 8. Capital £3,150 in 3,000 7 per cent. cumulative preference shares of £1 each, and 3,000 ordinary shares of 1s. each. Objects: to acquire the business of manufacturers of advertising novelties now carried on by G. P. Chamberlain and F. W. Bundy, at 30, Oxford Road, Tollington Park, and 52A, Blackstock Road, Finsbury Park, as "The London Mirror Co.," and to carry on the business of designers and manufacturers of and dealers in advertising mirrors, glass and metal tablets for advertisements, electrical, magnetic, revolving, changeable, moveable, coloured, illuminated and other signs, etc. The permanent directors are R. C. Bolton, G. P. Chamberlain, F. W. Bundy, and H. A. Marks.

James B. Speirs, Ltd., (13,990).—Private company. Registered in Edinburgh on February 8. Capital £1,000 in £1 shares. Objects: to carry on the business of advertising agents.

To young people in Advertising

A message from Percy V. Bradshaw.

Founder and Principal of the Press Art School; Author of "Art in Advertising," and of "The Art of the Illustrator."



I suppose I know almost as many Advertising men as does the Editor of their weekly paper. For several years, before starting the Press Art School twenty odd years ago, I worked in the Studio of an Advertising Agency. Ever since then, my work has kept me in constant touch with Advertisers and Advertising Agents, teaching some of them to Draw, selling sketches by my Pupils to others, and generally seeing Advertising from their angle as well as from mine.

And whilst I know some good and sound men in Advertising who couldn't draw a cottage loaf to save their lives, most, practically all of them, have the developed, selective sense *which they need,* and some are capable Artists themselves. *Those Advertising men who can Draw have a very definite advantage over those who cannot.*

I want every ambitious young man and young woman climbing the Advertising ladder to think and investigate: the ability to Draw would help them at every turn, and the investigation I suggest would indicate the wisdom of studying my Postal Drawing Course for Beginners. Mind, I do not put it forward as an Advertising Course, but its value in that direction can be judged by this extract from a Danish Pupil's letter:

> *"Would it interest you to hear that I have gained great success as an "Advertising man, being now considered as one of the leading men in "that line here in Denmark, and that I regard the sound knowledge I "have gained through your Course of Instruction as a principal cause "of this fine result."*

The study of Drawing develops originality, discovers the principles of design, composition and layout, and enables the Advertising professional to use illustration with a better appreciation of its purpose and its possibilities.

If the Drawing idea appeals to you, I say in all sincerity that if you have never drawn a line *but have the wish and will to learn,* I can teach you in a way that is pleasant, joyous even, from the very beginning. You will start with simple outlines from nature and pass gradually to subjects calling for more skill. By and by, you will be doing sketches of things about the house, your pets and ornaments, until, almost unconsciously, you will find yourself doing happy little character studies of Mother, Brother Bill and Uncle George, and all the time *your powers of observation, deduction and delineation will be developing to make you a better exponent of good Advertising.*

I have taught Drawing by Post to several thousands of people since 1905. Many of the leading Advertising Artists of to-day are my old Pupils, and, also, amongst the younger school of scientific Advertising men, my Courses have been studied to advantage.

If Drawing interests you as a help to your Advertising development, send for my Prospectus. It explains everything about my Postal Courses and what they have done. A study of its pages will indicate the joyousness of Drawing, and, of greater importance, the very definite helpfulness of such an accomplishment to those young Advertising people whose future success is so dependent on their power to inspire, and utilise, the work of the Illustrator.

Address: Percy V. Bradshaw, Principal, The Press Art School (Dept. Ad. W.1), Tudor Hall, Forest Hill, S.E.23.

Telegrams: Tracts, Fleet, London.
Telephone: Central 8428-8429.

Use the
WOMAN'S MAGAZINE
and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

'PERFECTOS'
No 2
VIRGINIA CIGARETTES

Distinguished by a superb delicacy, the result of a matchless blend of the finest Virginia Tobacco

10 for 10½d | 50 for 4/3
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM
Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.
1 P 4

APOLLO
A JOURNAL OF THE ARTS



ART MUSIC

DO you wish to appeal to [an] audience [composed WHOLLY of the cultured classes? Then use APOLLO and reap your due reward. APOLLO is the ONLY journal embracing ALL the Arts: its price is 2/6 monthly, and the rate for advertising is £20 a page and pro rata, with usual discounts for series.

Write for FREE SPECIMEN COPY to

The Manager,
6, Robert Street, Adelphi, W.C.2.

We Hear—

THAT the giving-out departments of the leading agencies have had their hands full preparing for the spring season business coming along; and——

* * *

THAT according to report several new lines in advertising are due to appear, and some old-established articles will come along with a considerable amount of selling force behind them.

* * *

THAT there are many well-known faces missing from Fleet Street these days, as the owners are trying to find—and not too successfully—the sun in the South.

* * *

THAT the British Industries Fair at the White City has been attracting advertising men in goodly number, most of them on the look-out for likely prospects with the hope that the trade fillip will be sufficiently encouraging to lead to development in their direction.

* * *

THAT surprise is being expressed in certain circles that no move has been made by combined advertising interests to express their views on the threatened advertising tax.

* * *

THAT a steady demand for tickets for the National Advertising Benevolent Society dinner has already set in, and that intending diners would be well advised not to delay their applications too long as the festival, growing yearly in importance, is expected to set up a record in attendance this year.

* * *

THAT the Sun Life of Canada Assurance Co., which is in the forefront in assurance advertising in British publications, has issued a report showing large increases under all heads and new assurances amounting to several millions.

* * *

THAT a goodly number of advertising men on the London dailies and representing the provincials were the guests, last Friday, of the Royal Mail Steam Packet Co., visiting Southampton to inspect the world's largest motor vessel, the *Asturias*.

* * *

THAT the Lady Artists' Club, a Glasgow organisation, is running a public exhibition of posters that has caused a newspaper critic to write: "These ingenious designs assert that there is much art ability which . . . could be brought into the service of modern advertisement with excellent effect."

* * *

THAT each week shows a definite increase in the amount of advertising being issued by the British motor-car manufacturers—and also by overseas cars.

* * *

THAT big things are expected when the makers of the Citroen get into full working order at their extensive new works at Slough, where it is said 5,000 people may be employed.

Advertise to the Workers in the
World's Pictorial News
The Paper that goes out of the beaten track

We Hear—

THAT Mr. J. Inglis Ker (now of Edinburgh) who was at one time associated with the direction of the St. James's Advertising & Publishing Co., Ltd., is acting as hon. organising secretary of a poster competition in which fifty guineas is offered as prizes for a design to be used by the committee responsible for the appeal for Queen Alexandra's Scottish National Memorial for Nurses.

* * *

THAT the popular novelist, Mr. Gilbert Frankau, is going to talk to the members of the Aldwych Club next Thursday, after lunch, and if outspokenness counts as a draw Mr. Frankau ought to be well worth hearing.

* * *

THAT the golfing members of the Publicity Club of London, who have formed a golf circle, are looking forward to the day when they will win Lord Riddell's trophy, competed for yearly by the advertising and publicity clubs.

* * *

THAT the staff of Messrs. Greenly's, Ltd., put up a remarkably good show when, as guests of the firm, they entertained their chiefs at the annual dinner-dance at the Hotel Cecil.

* * *

THAT Sir Robert Baird, of the *Belfast Telegraph*, who is now touring South Africa, celebrated his seventy-first birthday last week.

* * *

THAT Mr. P. J. S. Richardson, of the *Dancing Times*, acted as judge at the annual Manx dancing championships organised by the *Isle of Man Examiner*.

* * *

THAT Mr. Ernest Walls has taken over the editorship of *Progress*, the excellent house organ which Messrs. Lever Bros., Ltd., have published for many years, and that in future *Progress* will be issued from Lever House instead of, as has been the case in the past, from Port Sunlight.

* * *

THAT there was a hotly contested game in the billiard room of the Press Club last week, when a visiting team from the Aldwych Club lost the match by twelve points, after looking the most likely winners.

* * *

THAT Mr. T. Grehan, the popular Advertisement Manager of the *Irish Independent*, was in London last week; and—

* * *

THAT he left behind him a decidedly happy impression of progression in the Irish Free State, where, he said, several new factories were projected.

* * *

THAT Mr. F. S. Joelson, founder and editor of *East Africa*, is a member of the Advisory Committee appointed in connection with the opening of the new Eastern African Trade and Information Office in London.

OPPORTUNITY WAITS ON YOU

"HE seemed very absent-minded, but I ventured for the fifth time to ask him for a match. He came to earth. 'I beg your pardon, Sir, but that picture of an Hotel intrigued me. I have just decided to stay there—it looks inviting—and was idly wondering which of those rooms would be mine when this train reaches its destination.'"

Each day 950,000 journeys are made by people who see your advertisement in pencil on the walls of L.N.E.R. carriages, and of these people there is invariably a big proportion who are directly and immediately interested in the things you sell. This new medium is in constant circulation.

SAY IT IN PENCIL TO THE BUYER SIDE OF BRITAIN

A POSTCARD will bring you the economical rates and full particulars of L.N.E.R. Carriage Advertising. The prices include provision of drawings and panels as well as regular inspection. An interesting illustrated brochure will be sent too. Dictate an enquiry now, addressed to the Company's sole Agent:

T. McDOUGALL, LTD., KINGSWAY CHAMBERS, 44/46, KINGSWAY, - - - - - LONDON, W.C.2.

Telephone: Holborn 5240.

Put Ideas in your campaign

It sells in the home

The
PECK-A-MITE
The Unique
HOUSE ORGAN
for Advertisers and
Publicity Men
New Number ready
FEBRUARY 15TH
If you deal in first-class propositions, write on business paper to
COOPER & BUDD LTD
"The Printers" Peckham, S.E.15
Phone New Cross 302

Young Advertising Man Wanted

by leading Liverpool House, to open an advertising department. Applicant must be good forceful writer and competent lay-out man. Moderate salary to commence but big prospects for an enthusiastic man with the necessary qualifications. Write in first instance to—

Box 57, Advertiser's Weekly, 66, Shoe Lane, E.C.4.

D. CHARLES,
Photography 50 Webbs Rd., S.W.11.
that does full justice to your products. I offer unusually good technique and efficient service.
Latchmere 4980

Overseas Advertising
Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.
D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS
"LA RAZON" BUENOS AYRES 150,000 *daily*
London Representatives:
FREEMAN & CO., 33, Paternoster Row, E.C.4

TO ADVERTISING MANAGERS
Do Yourself Good and Your Firm a Kindness by writing personally to
A. F. Sergeant, F.R.S.A., LILYWHITE, LTD., TRIANGLE, HALIFAX,
for details of Photographically Compelling Sales Increases. Patented and Registered.

We Hear—

THAT more than 100 members of the Regent Advertising Club visited Elma, Limited, at the Association's offices, 15, Savoy Street, Strand, on Wednesday last.

* * *

THAT Mr. John North, whose first novel, "Girl or Boy," is about to run into a third edition, and will shortly make its appearance in America, is publishing its successor, "A Comedy of Women," with Jarrolds, on February 26.

* * *

THAT the artistic side of Ulster was well represented at the last Club luncheon, when St. John Ervine, Lynn Doyle, Forrest Reid, Richard Rowley, William Conor and Fred Hughes (all Ulstermen) represented literature, painting and music.

* * *

THAT Mr. F. Sonnergard, a director of the Stockholm Agency "A.B. Automatic," arrives in London on Saturday, and will be staying at the Regent Palace Hotel, while he studies British commercial art and advertising novelties.

* * *

THAT students of advertising up North have been engrossed in the wonderful (and weird) advertising developments foreshadowed in the *Rag-Rag*, issued by the undergratuates of Manchester University, to raise money for local hospitals.

* * *

THAT a new high-class monthly magazine has just been issued in Dublin under the title of the *Crystal*.

* * *

THAT Mr. Gordon Boggin was in Dublin last week in connection with the "eat more fruit" campaign, and that he addressed a meeting of the trade on the subject.

* * *

THAT Mr. J. P. O'Brien, secretary of the Irish Tourist Association, stated that it is anticipated that nearly all the Irish public bodies will contribute this year to a central fund for advertising the attractions of the country.

* * *

THAT many Irish hotels have been undergoing a thorough overhaul during the slack season and contemplate advertising vigorously during the coming season.

* * *

THAT Mr. John Bridgman, Principal, North of England Advertising Agency, Newcastle-on-Tyne, has been elected a member of the Newcastle Rotary Club.

* * *

THAT the poster stamp for the *Morning Post* International Decorative Art Exhibition to be held next May, was designed by Mr. A. E. Stowe, the Studio Manager of the North of England Advertising Agency, Newcastle-on-Tyne.

* * *

THAT the Publicity Club of London is creating an interesting precedent by inviting players of both sexes to join the newly-formed Golf Circle, and—

* * *

THAT a "mixed" team is, therefore, likely to be seen for the first time in this year's Inter-Ad. Club tourney for Lord Riddell's Cup.

* * *

THAT a new paper, the *Jewish Graphic*, is being founded by Mr. Barnett Friedberg, for many years a prominent figure in the Jewish journalistic world.

* * *

THAT Lt.-Col. Lawson and Mr. Andrew Milne will be in Hull for the inaugural meeting of the new Publicity Club.

National Advertising Benevolent Society

EIGHTH ANNUAL FESTIVAL

Friday, March 12th, 1926, at Connaught Rooms.

SIR WILLIAM E. BERRY, BART.,
in the chair.

Supported by the Rt. Hon. Lord Dewar, Rt. Hon. Lord Riddell, Rt. Hon. J. H. Thomas, M.P., Sir Chas. W. Starmer, Sir Woodman Burbidge, Sir Sidney M. Skinner, Col. E. F. Lawson and others.

The Society's Work in 1925

108 Adults and 91 Children have been assisted during the year.

86 applications investigated and all but four helped.

Pensions, Grants, Education, &c. - £4,577

16 Pensioners — Annual cost - - £728

15 Orphans educated in Schools, and School Fees paid for 4 others living at home with parent.

Benevolent Expenditure since foundation of Society in 1913 - £26,782

Subscriptions should be sent to any of the Club Stewards or the Hon. Treasurer, **61, Fleet St., E.C.4.**

Festival Tickets, 12/6 each
from the Hon. Secretary, 61, Fleet Street, E.C.4.

Ladies Specially Invited.
Tables for 8, 10 or 12 can be reserved.

EVELYN SCOTNEY, the Celebrated Coloratura Soprano, and
ERIC MARSHALL, the Popular British Baritone, have kindly consented to give their services.

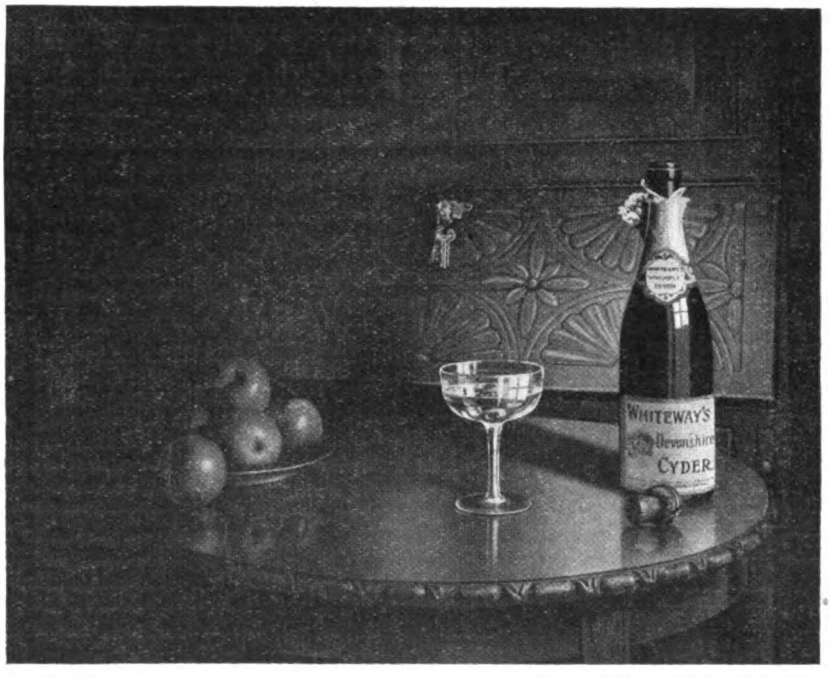
FINE PRINTING & ALLIED ARTS
A MONTHLY SUPPLEMENT TO THE ADVERTISER'S WEEKLY

No. 10 February, 1926

"Delete Reading Matter"

By Gordon Freame

ONE or two advertisers appear recently to have issued the fiat, "Delete reading matter." Full space half-tone or photogravure pictures have been used to tell the advertising story entirely or almost entirely, without the once-indispensable aid of copy. The result has undoubtedly been effective, partly due to the fact that an all-picture display is pleasantly distinctive in a crowd in which type-matter predominates. It affords a rest for the eye, and a mild exercise for the intelligence, even if the story is discernible in a twinkling.



Photographer, engraver and printer share high honours in the presentation of this display in high class media

But the matter goes deeper than that.

Since the introduction of the cinema the camera has won universal recognition, not only as a portrayer of dead images, but as an instrument for presenting a slice of real life. It has been utilised to dramatise beauty and human events. Its value as an advertising medium has become apparent simultaneously with the immeasurable improvement of methods of reproduction.

For objects of beauty or products that appeal strongly to the eye, the camera offers an attractive, because true-to-life, means of presentation. Little in the way of lyrical copy is needed to describe the charm of a new gown when it is illustrated by a skilful photographer. Allied to the picture, a plain statement of the materials used presents an unanswerable sales argument.

Fabrics and laces have been so faithfully portrayed by the photographer and the engraver as to leave little more for the copy-writer to say.

But what of the common, every-day object? Does it lend itself so completely to the art of the camera that the pen is not required to round off the story?

Current Lux advertising answers these questions. Interest lives in the things of daily life as vitally as in fairy fabrics—and the interest of common things is for most of us more human, more on the level plane of our own lives. The photograph of the smiling housewife, carefully at work on the washing of her best things, strikes a responsive chord in the mind of every soap-flake user. Here is her own action dramatised. Nothing could be more interesting to her.

Just add the slogan, "For everything you wash yourself," and (pianissimo) the warning, "In packets only — never sold loose," the advertisement is complete in every sense.

So simple—in the result. So difficult in the perfect achievement. These "simplified" advertising processes are only for the men who have endless patience and boundless faith. The Lux full-space half-tone displays are prepared from specially posed photographs. An artist's keen eye has been added to the photographer's clever technique. One suspects that someone with a strongly developed sense of balance has been at work with the guillotine. Finally, the engraver has exerted the utmost cunning of his craft.

It is only because all these factors are co-ordinated that the Lux displays stand out so happily from any position, and drive home the human interest sales point. Just as a scratched or badly focussed film distracts the mind from the scenario, so would flaws in these whole-space half-tones murder the advertising story.

An even more complete departure from convention has been made in the advertising of Whiteway's cider. Absolute reliance has been placed upon the artistic appeal of a still-life photographic study to attract the eye, and upon a sensitively balanced arrangement of the components of the picture to direct it to a bottle of the product.

That is all there is in the study of "advertising matter." A bottle of the product. It is standing on a polished table, a glass, half-filled, near by. On the other side of the table is a group of apples, arranged



Effective use of the full-space half-tone in daily papers

with subtle carelessness. In the background a bunch of keys dangles from the lock of a cabinet, and besides adding a certain "human note"—also contributed to by the half-emptied glass—helps to pull the balance of the composition towards the right of the picture, where the bottle stands.

But the predominating factor in throwing the bottle into relief and focussing the eye upon it is the lighting. The light is directed straight upon the bottle and shades off gradually into blackness on the left extremity.

There is no copy whatever in this advertisement. You have to look at the label on the bottle to find out what it contains. And you do look. Balance practically compels it. The richness of atmosphere, strength of "prestige," and indefinable air of quality achieved by this study could hardly be gained by any other means of presenting the same appeal. Giving honour where honour is due, I would congratulate W. C. Thorn, Ltd., for a piece of work of outstanding distinction.

On occasion, however, an advertiser will find that a picture that will serve his purpose unaffectedly but with telling effect has been created by some independent source. Kiwi last week published (through their agent, A. Bernard) an advertisement in which the main feature was a photograph of the Life Guards receiving a final polish to their knee-boots before the opening of Parliament. This was a genuine news-picture cleverly adapted to the advertiser's purpose.

In the form in which it was published the advertisement created an unusual degree of interest, but one would submit that here was an excellent opportunity for effective use of the full-space half-tone. A large picture, with the copy cut down to "Kiwi, leather's Life Guard," would be novel without losing selling force. For everyone knows that Kiwi is obtainable of all dealers, and the prices are on the average level.

It is, of course, easy to reconstruct almost any advertisement to personal taste, but advertisers might find it worth while to remember that an occasional glance through the recent files of any good photographic agency would sometimes be well repaid in offering fresh selling ideas.

Genuine photographs, either specially posed or spontaneous, thus present many opportunities for unusual display.



The news photo as an advertising illustration

Trick photography opens up fresh vistas. The bizarre and the apparently impossible (use with care!) can be depicted in verisimilitude, for "the camera cannot lie!"

An advertiser who wants to depict the selection of employees shows an executive at his desk—photographically perfect in every detail. On the blotting-pad before him stand a number of tiny figures, perfect, but Liliputian, camera pictures. This startling result is achieved by careful "patching," a common lighting scheme having been used in order to keep the composition consistent.

It is acknowledged, on the other hand, that the camera is sometimes too literal. Ugly foreshortening may be experienced, and we have all seen the photograph of the man who is all feet. Careful arrangement of the components and details of the picture can generally be made to eliminate these faults without giving too much of a "posed" effect—overdone, this is fatal. Clever posing is closely allied to "the art that conceals art."

Finally, few photographs, however skilfully taken, can go straight to the engraver without the gentle administrations of the expert "toucher-up."

Photographic Printing

Photographs are not only now being used on visiting cards—as described in the WEEKLY on January 8, 1926—but on all classes of advertising matter. Many engineering firms are using photographic mailing matter, real pictures showing the product and its components being effectively used. Lillywhite, Ltd., of Halifax, are concentrating on this type of mailing matter, as well as photographic calendars, and so on, with considerable success.

Esperanto in Scotland

In connection with the International Esperanto Congress at Edinburgh in August this year, Higgie & Co., the Rothesay publishers, are re-issuing their well-known guides to Scottish scenery and resorts. These have already been published in Esperanto by Mr. George Higgie, the veteran Espernatist and spelling reformer.

Pictures

"Get Out of the Rut" is the title of an attractive new booklet issued by John Swain & Son, Ltd., on the subject of "Swaingravure." It proves the process to be a beautiful method of illustration and effective for producing insets, supplements, and so on.

British Propaganda.

The Federation of British Industries have addressed to the Prime Minister a letter in which they suggest that no body exists whose duty it is to consider propaganda to make known to the world the aim of British civilisation. They propose consideration of the advisability of creating an inter-departmental Government Committee, on which representatives of industry, commerce, finance, shipping, science, art, education, and other interests should be invited to serve with a view to co-ordinating British propaganda abroad.

NEWSPAPER TYPES

Overhauls needed—Mr. Alfred Marland's Complaint

SIR,—The other day I received a folder sent out on behalf of the Royal Academy, beautifully printed by Judd. The folder owed its beauty, not to expensive design, but to the comeliness of the type employed.

The body type was Kennerley, and the capitals used for the display lines were Forum. On inquiring from our advertising agents whether these types could be used in ordinary advertisement settings, I was informed that not one newspaper in a hundred carried them, and that not even the magazines carried them, so that it would be necessary to have printers' settings, if these types, or anything approaching them, were to be used.

I was also informed that if any serious attempt was to be made to give the advertisements an air of quality through the types employed, it would be completely hopeless to leave the settings to the newspapers or magazines; not only could no approach to uniformity be secured, but the selection of types offered by newspapers and magazines was said to be "Poverty-stricken in the extreme."

I think this situation is all wrong.

And I suggest to the advertisement managers of newspapers that certainly a portion of their time could profitably be spent in overhauling the types offered to advertisers. Although I personally have spent close on a million pounds in Press advertising since 1919, I have only during that time received one type book from a newspaper, and that looked as though it had been set up with a knife and fork, and contained type which should have been boiled up twenty years ago.

These Advertising Conventions and Associations are in danger of leading to too much talk and too little work; else why is it that with rates at peak prices, advertisers are asked to have special printers' settings if they want anything but bread-and-butter display?

Better advertising leads to increased sales, which in turn results in more advertising; and for better advertising we want more up-to-date type.

The object of this letter, therefore, is to ask advertisement managers to help advertisers to start the improvement by overhauling their types and bringing them up to date.

Yours faithfully,
ALFRED MARLAND.

Director: E. Griffiths Hughes, Ltd., Proprietors of Kruschen Salts, Radox Bath Salts, Karswood Poultry Spice, etc., etc.

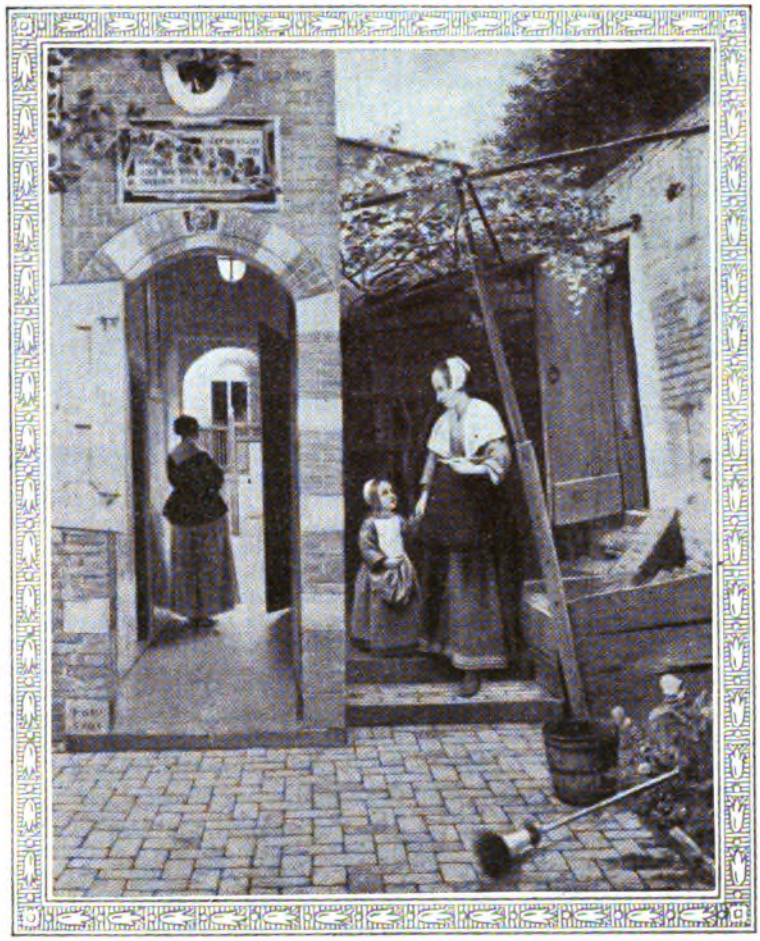
New House Organ

"Volume One, Number One," of the *A.E.C. Gazette* has just been published by the Associated Equipment Co., Ltd. It is written in an interesting manner to appeal not only to staff and agents, but also to users of A.E.C. vehicles. Mr S. W. Goodey, the publicity manager contributes a page of "Publicity Notes."

"In the Spring ——"

New cars are going on the road with the turn of the year, and the motor Press are capitalising the yearly boom. This week's issue of the *Light Car and Cycle-car* is a special "Buyer's Number." On March 2, the *Motor* is to issue the annual "New Car Number."

Taylor Lupton and Co., 46A, Market Street, Manchester, want rate cards of national publications.



Dutch Courtyard *by Peter de Hooch.*

A 65-SCREEN HALF-TONE.

THE HALF-TONE, in its ability to reproduce the most minute detail, is a most powerful aid to advertising. ¶ Unfortunately, the finest Half-Tone engraving can be spoilt when incorrectly used, and one of the most common errors is to suppose that correct screen doesn't matter so long as the paper is surfaced. There is a screen suitable for almost every paper chosen for Half-Tone printing, and failure to appreciate this leads to much disappointment when the printing comes home. ¶ Before ordering the Half-Tones for your printing, if you don't know the correct screen to use, show us a sample of the paper, and we will make Half-Tones to suit its surface. Start right with the proper screen, and you help to ensure a good final printing. ¶ Look upon us as partners in the production of your Printed Salesmanship—always ready to advise, and determined to produce the finest plates for you.

THE NICKELOID ELECTROTYPE CO., LTD.,

10 NEW STREET HILL, LONDON, E.C. 4.

Look Ahead

Start that new Catalogue NOW.

Time and trade will wait for no man. Those who are ready and on the spot—those whose printed ambassadors do justice to their wares—will come away with the orders.

Plan ahead. Visualise the selling season—sow the seed. The methods employed by the largest concerns in the land are at YOUR disposal just as much as at theirs and printed matter is the same price to everybody. Let us plan a catalogue or other mailing matter and you can test it by noting its effect on your sales.

The Hotspur Printing Service puts quality first, and its equipment of men and machinery accustomed to handling large-scale printing contracts, can deal just as effectively with the smaller but equally important mailing pieces which keep you in touch with your customers and prospects at such little cost.

PERCY

Brothers

Ltd.

The Hotspur Press

Whitworth Street West

MANCHESTER

Telephone: Central 6894/5.

Telegrams: "Hotspur, Manchester."

London Office:

170, Fleet Street, E.C.4

Telephone: Central 7641.

Telegrams: "Jonagont, Fleet, London."

What Shall I Print It On?

Processes of Sizing—How the Material Used in Paper Making Affects the Printer—Second Article*

By Captain J. S. Allan, F.I.C., *Chief Chemist, Messrs. Wiggins, Teape, and Alex. Pirie*

SIZING is the operation that governs the degree of penetration of a paper. Ink will not show through a well-sized paper, while even when it is laid in water a hard-sized paper will not allow penetration for a long time.

The three groups of paper so far as this process is concerned are (*a*) unsized, (*b*) engine sized, and (*c*) tub-sized.

In unsized papers such as copyings, blottings, and so on, the materials are selected and treated to ensure good absorbency. Cotton fibre owing to its purity and physical structure is suitable for the best class of absorbent paper, while soda wood is sometimes used for inferior grades. Cotton rags used in the manufacture of blottings are disintegrated by allowing them to rot or ferment for a certain time after boiling. The rags are afterwards well washed and beaten for the shortest possible time, and any lime salts in the water removed.

For Ordinary Work

Engine sized, that is, rosin and alum sized, papers are most commonly used for ordinary writing and printing papers. The majority of printing papers are, however, mediumly sized as compared with writings. This accelerates the drying of the printing ink, and guards against offsetting.

Ink striking through to the back of the paper may be due to various factors. The paper may be too soft sized, the stuff may have been beaten too free, or the paper may have been crushed during calendering. Offsetting may give the semblance of ink having struck through the paper, but the cause may easily be ascertained on tearing or splitting the paper. The suitability of the ink for the paper used also demands attention and study.

Tub-sizing or gelatine sizing is resorted to in the manufacture of high-class writings—bonds, banks, ledgers, certain drawing and cartridge papers, and so on. The presence of gelatine imparts to paper a characteristic feel and handle, and renders it more resistant to wear and tear and handling.

Tub-sized papers, however, may have the property of holding the ink too much on the surface if the tub-sizing process is not scientifically controlled and regulated. Gelatine acts similarly in many ways to heavily hydrated or wet beaten stuff in being comparatively resistant to oil, so that in order to get good printing results careful adjustment is necessary of the solution of gelatine, especially as regards viscosity and temperature. The paper for tub-sizing must, of course, be suitably prepared to absorb satisfactorily the gelatine solution Properly sized tub-sized papers made of good materials give excellent results for certain work of a high-class order, such as drawings, water colours, etchings, and work where permanency is required.

In tub-sized and coated papers where gelatine or casein is used care must be taken that a good grade of gelatine is used, and that it is prevented from putrefaction.

Varying Dimensions

Stretch, expansion, and contraction in papers are important factors for the printer. Where a number of impressions require to be made, the paper must not alter its dimensions on damping nor through changes in atmospheric humidity.

Paper of the featherweight class will usually be less influenced by moisture than paper made from a strong and well-beaten sulphite wood pulp.

The properties of expansion and contraction are intimately connected with the degree of beating to which the fibres have been subjected. During beating the fibres receive considerable pressure and friction in the presence of water by the action of the beater roll. Wetness or hydration is imparted to the fibres, and if the beating were at all prolonged the fibres would ultimately become transformed to a gelatinous state entirely devoid of fibrous structure.

Paper making fibres, or cellulose as the chemist terms the purified material, is a colloidal substance similar in many of its physical aspects to gelatine under certain conditions. You have observed how a sheet of gelatine swells on contact with water and contracts on drying, so the swelling and contracting of paper due to moisture influences may be largely governed by the degree of wetness given to the fibrous material during beating. However, even gelatine can be treated to give minimal swelling on soaking in water, so that with careful selection of raw materials, proper treatment in the beater, and the addition of suitable sizing and binding agents, together with proper manipulation on the making machine—especially as regards formation on wire, pressing and drying, and finally calendering—paper can be made to give good register. Such paper must be conditioned and matured before being dispatched.

Certain fibres are more susceptible than others to changes in the humidity of the atmosphere. Wood pulp, and especially mechanical wood, will contract more moisture than cotton fibres under similar conditions.

* *The first article appeared in the last Printing Supplement, January 15.*

Fibres expand relatively more in diameter than lengthways, and as the majority of fibres in machine made papers lie parallel to the machine direction it is obvious that paper will tend to expand more the cross way of the sheet than the machine way.

Litho and other papers required to give exact register must be made the proper way of the sheet. A paper maker on receiving an order in reams say 30 inches by 44 inches may be tempted, in order to get increased output and reduce costs, to make the paper 74 inches wide instead of 60 inches, and split the paper 30 inches and 44 inches. Thus the consignment will be made up of reams half of which have the narrow width of the sheets running the cross way of the machine and half the machine way. Such a consignment would almost invariably cause trouble in litho work where a number of impressions are made. It is always good policy to have close co-operation between the manufacturer and the printer to guard against any such mistake occurring.

Stretch is a property distinct from expansion although closely related to it. Stretch is the elongation of the paper under tension. Speaking broadly, long, strong, and well-beaten stuff produces paper of good stretching properties, while short free stuff, well bleached and dried rapidly, produces paper of the opposite characteristics.

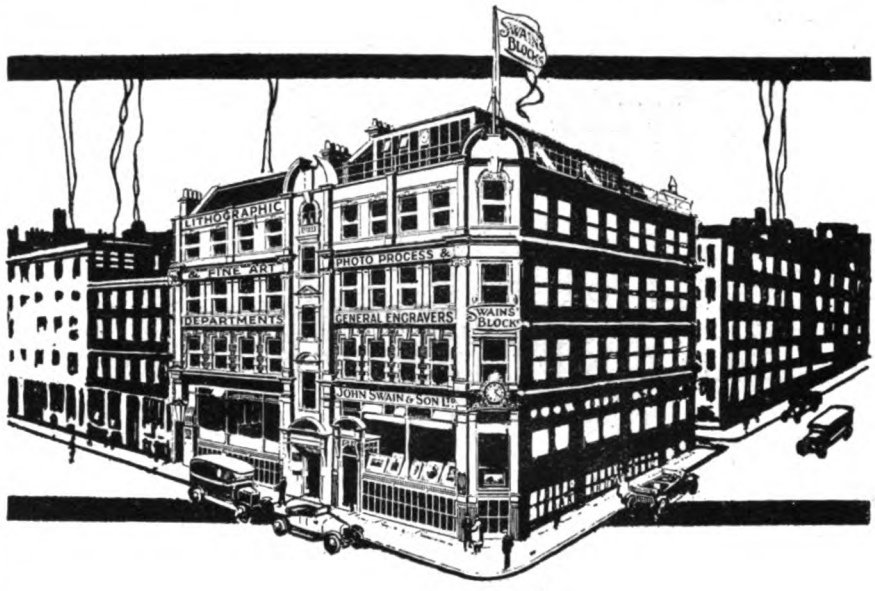
Stretch, expansion, and contraction are governed by many factors, but when all is said and done, the treatment of the fibrous material during beating is the preponderating factor affecting these properties of paper.

Durability and Life

The life of a paper depends upon the fibrous material used, its origin, its history, its chemical and physical treatment in manufacture, and the nature of the sizing and loading agents added.

Raw material for the paper maker is derived from many sources; from the pine trees that grow in the forests of Canada and Scandinavia; from grass and waves on the dunes of Spain and Algeria; and from cotton and linen clippings and cuttings obtained from warehouses and the rag-bag of the housewife.

In order to obtain the fibrous material in a suitable state for the paper maker, the raw material requires to be cleaned, boiled and bleached, and the severity of the treatment given is proportional to its state of purity. For example, esparto grass contains a considerable amount of associated substances to the extent of about 50 per cent., while cotton in its raw state (being a seed hair) is almost wholly pure cellulose. The drastic chemical (hydrolitic and oxidising) treatments necessary to remove the large amount of non-fibrous constituents from wood and esparto must affect adversely the true fibres themselves, so that papers made from such materials have not the life and durability of paper composed



Realisation

of the value of illustrations in all forms of Advertising is confirmed by the use of the Best Designs and the Best Blocks—Half-tone, Line, Wood-engravings, Electros, Stereos—all of which are obtainable from

JOHN SWAIN & SON, LIMITED

89-92 SHOE LANE, LONDON, E.C. 4

GLASGOW - - 332 Argyle St. MANCHESTER 10 New Brown St. Works: BARNET BRISTOL 43 Broad St. PARIS - - 34 Bd des Italiens

Telephone: CENTRAL 9333 (5 lines). *Telegrams:* "ISOCHROMATIC, LONDON."

Also specialising in Swaingravure and Offset-litho

INDIA
AFRICA
AUSTRALASIA
CANADA
FAR EAST
WEST INDIES
as well as
THE
UNITED
KINGDOM

***For* OVERSEAS ADVERTISING**
***as well as for* HOME PUBLICITY**
CONSULT

STEELE'S

ADVERTISING SERVICE, LTD.,
Norfolk House, Norfolk Street, LONDON, W.C.2.

. . . . I want to thank you for an excellent job. The pamphlet looks very well indeed and the printing impression is a tribute to your Press.

ABOVE
ALL OTHER THINGS THE

BLACKFRIARS PRESS

(of Leicester and London)

ARE ESPECIALLY ADAPTED FOR THE TURNING OUT OF BEAUTIFUL BOOK, MAGAZINE AND PAMPHLET WORK OF ALL KINDS.

bp § bp § bp

. . . . I want to send my very warm thanks and congratulations on the work which you did for us in producing the book. It has never been better done, and never, I think, quite so well done. I thought it from first to last a most distinguished bit of craftsmanship.

17-23 ALBION ST., LEICESTER. *'phone Central* 1194
'phone Central 8693. 32 FURNIVAL ST., HOLBORN, E.C.4

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-tone Work.
NO BLOCKS Required.
CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

Remember! the Sweet Tooth is



"That's capital — now do one for————"

We can please you too! Copy, lay-out and sketches with estimate for leaflets, or folders on receipt of particulars.

NAPIERS LTD., *Printers*, CARDIFF.

An old-established Firm

Well known to a number of discerning customers in various parts of the Kingdom, solicits your consideration when buying print.

All classes of letterpress printing, from half-tone colour work to handbills. No run too long—none too short.

Quotations willingly given.

ELPHICK'S
BIGGLESWADE, Beds. *'Phone* **22**

of cotton or linen, which receive comparatively mild chemical treatment.

The physical structure of the fibres, therefore, naturally requires to be taken into consideration in its relation to the strength and durability of the paper.

Most coated paper, on which so much lithographic work is done, is unfortunately made on base paper made with fibres not altogether satisfactory to withstand ageing. By choice of a base paper made of first-class materials, together with a good coating mixture, art papers can be made which will withstand light, heat, and atmospheric influence for quite a period. Paper containing mechanical wood is the most unstable and reactive of all. You have observed how rapid is the discolouration of the pages and edges of a cheap book or a newspaper when exposed to sunlight.

Many other factors besides the nature of the fibrous material affect the life of paper. The degree of boiling and bleaching, the sizing and loading agents employed, the acidity of the paper, the presence of impurities, and the mechanical treatment given, all have a direct bearing on the life of the paper.

Paper required for permanent records and for high-class work should be made from the best of rag fibres and the treatment throughout the mill must be carefully and scientifically controlled.

Colour

As advertising appeals largely through the visual sense, the choice of colour is of paramount importance. The colour of the paper itself has a marked effect on the tone and appearance of work reproduced upon it, especially in monotone work and where delicate colours are used.

The human eye is susceptible to the finest gradations in shade, although strangely enough to memorise a particular shade is most difficult. Two papers looked at separately may be considered white paper of similar shade, but when examined together the difference may be quite striking.

Someone has said that "silence helps to make music," and the setting helps to make the picture. Deeply coloured papers are useful in certain instances in reducing and simplifying colour printing and may be quite effective as part of the design. The colour employed must, of course, be as inert as possible, and be unaffected by light, heat, and atmospheric influences. The pigment colours as a class comply with those requirements remarkably well, although quite a number of pigments are susceptible to other influences. Some are affected by acids and others by alkalies.

Pigment colours, although fairly inert, have not the tinctorial properties or brilliance of shade of the aniline dyestuffs. Aniline dyestuffs, however, may be very fugitive, and careful selection is necessary to secure dyestuffs that will give the maximum depth of shade with the greatest degree of resistance to the various agencies mentioned.

Advertiser's Weekly
Friday, Feb. 26, 1926

OCT 1926

PHILADELPHIA SUPPLEMENT

The Advertiser's Weekly

4D A COPY
20/- a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

Put Your Advertisement in

Punch

"The Paper that is England"

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80 Fleet Street, London,
E.C. 4.

A RECORD BUY

In the

NEWS OF THE WORLD

That has also a record Sale exceeding by more than *one million* copies per issue, that of the next largest Newspaper Net Sale in the World.

Advertisement Department,
6, BOUVERIE ST.,
E.C.4.

Contractors for Great Britain and Ireland : Australia : Canada : India : South Africa New Zealand : Malta : China etc.etc

T.C.BENCH
LIMITED.

BUSINESS CONSULTANTS AND ADVERTISING ADVISERS & CONTRACTORS

Telephones City 2615 City 7894
Northern Office 17a S.Castle St Liverpool Phone Bank 706
Governing Director T. C. BENCH

GRAHAM HOUSE
3, TUDOR STREET
LONDON, E.C.4

23rd February, 1926.

H.M. Bussy, Esq.,
"News of the World",
30, Bouverie Street,
E.C.4.

Dear Mr. Bussy,

Referring to our conversation on the telephone just now, I enclose our Order for a half page space for the Shirley System for next Sunday's issue (February 28th). Price £1,150. Position page 13. Please submit proof in the usual way.

In issuing this order to the "News of the World", it occurs to me that £1,150 is the highest price I have ever paid for a half page ad. in any paper in the World, and in fact, during my thirty years' experience in the Advertising business I have never heard of a higher price being paid for a similar space by any other firm.

When it is borne in mind that this space will be occupied by a purely MAIL ORDER advertisement where the results are directly traceable from the actual outlay, need I point out to you the very high estimation in which I hold the "News of the World" as an advertising medium.

Yours faithfully,

FOR AND ON BEHALF OF
T. C. BENCH, LIMITED.

T.C.Bench.

GOVERNING DIRECTOR.

P.S.-
Enclosed please find cheque £1,150 less 10% commission - £1,035 in settlement, for which we anticipate receipt in due course.

OUR ADVICE IS BASED UPON -30 YEARS- EXPERIENCE

When you advertise in the "Sunday Pictorial" you are Broadcasting in print.

The week to week circulation figures for the last three months of 1925 are as follow:—

October	4	2,302,691	November	15	2,264,126
„	11	2,330,959	„	22	2,390,295
„	18	2,325,995	„	29	2,416,983
„	25	2,308,404	December	6	2,369,046
November	1	2,302,232	„	13	2,342,761
„	8	2,268,268	„	20	2,327,090
			„	27	2,353,593

The above figures are exclusive of all Free, Voucher, and Complimentary Copies.

The Sunday Pictorial

CIRCULATION WELL OVER TWO MILLION COPIES PER ISSUE

Specimen Copy, Rates and Full Particulars will be sent on application to

'Phone:
Central 3440 (Seven Lines)

SIDNEY D. NICHOLLS
ADVERTISEMENT MANAGER
Geraldine House,
Rolls Buildings,
Fetter Lane,
E.C.4.

Telegrams:
"Sunpicad, Fleet, London."

The GRAPHIC LEADS

The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

The GRAPHIC FOR CHOICE

Vol. 49 FRIDAY, FEBRUARY 26, 1926 No. 666

How We Co-operate with the Manufacturer and the Retailer

A Wholesaler's Views on Modern Methods of Co-ordination in Distribution and Selling

By Sir Edward Penton, K.B.E., *of E. Penton & Son*

EVERY manufacturer naturally wants the wholesaler to carry and push his goods, unless he chooses some means of direct trading. As a wholesaler, I conceive that I have a responsibility not only to the manufacturer whose goods I sell but also to my customers, the retailers.

The responsibility of my house to the manufacturer is to push his goods so long as he accords us reasonable support, and so long as it coincides with our responsibility to our customers, which is to offer them, and keep in stock, goods that are likely to help them in their trade.

In order to give effectively this service both to manufacturers and our clients it is our definite policy to restrict the number of lines we carry of any class of goods. For instance, we only carry two brands of rubber boots and shoes, which form one of our chief lines. This policy of concentrating on a carefully selected and limited range of products has been in operation in the wholesale house with which I am connected for some years—ever since I assumed control—and it has proved very successful. It is a practical application of the principles of "simplification" to wholesale selling.

The Converse

It enables us to take a good proportion of the output of a limited number of manufacturers in each phase of the business with which we are concerned, and thus gives us a substantial claim upon their co-operation with us. For the converse of the proposition, "the wholesaler should co-operate with the manufacturer" is by no means unimportant. So long as these manufacturers work in with us we loyally push their goods, which we are enabled to do with special force because our efforts are not too widely scattered.

By limiting the number of lines we carry, also, we are enabled practically at all times to carry adequate stocks of each of them. This forms an important part of our service to our customers to whom quick delivery is frequently a matter of the greatest urgency. It also comprises good service to the manufacturers, for whose goods it helps to stimulate steady, consistent sales and trade goodwill.

Some wholesalers deem it necessary to list practically every brand on the market. This inevitably results in a diminution of the selling effort exerted on individual items, and, I believe, a diminution of the aggregate selling power. When too many manufacturing interests are supported the wholesaler cannot do the best possible for any one of them. Nor does the policy of carrying a heavy range of goods serve the best interests of the wholesaler's customers. The retailer wants as compact a stock as he can get to cover all his needs. He does not want to stock twenty brands of boots and shoes if four will meet the demands made upon him.

The Essential Few

That is where the experience and judgment of the up-to-date wholesaler perform a valuable service to the retail trader. Out of all the styles and brands that are put on the market from all sources—obviously of a number and variety that would be too unwieldy and slow-moving for any retailer to sell profitably—we are enabled to select the essential few that will enable him to trade economically and satisfactorily. We are guided in our choice of proprietary and other goods by our knowledge of what the trade wants and the sort of goods that will suit our customers. This knowledge, the result of experience, is constantly being added to and amended by personal contact between our representatives and dealers of all classes in all parts of the country.

Having decided that the goods are right, we examine the plans the manufacturer is making to sell them to the public, as in the case of proprietary articles the dealer naturally expects some support in this direction. When a keen, active manufacturer is prepared with a selling policy, that weighs with us in judging what the retailer wants. If a manufacturer conducts an advertising campaign and popularises his goods to the extent that a general demand is created, we

THIS WEEK'S PAPER

OFF TO PHILADELPHIA SUPPLEMENT

How We Co-operate with the Manufacturer and Retailer — by Sir Edward Penton
A Wholesaler's View on Co-ordination in Distribution and Selling

The Programme for Blackpool

The Drage Way and the Smart Reply—by Fernand A. Marteau
Inside Story of Two Furnishing Houses' Campaigns

What Sort of Coupon Should be Used?—by Max Rittenberg
Another Thorny Point in Postal Publicity

Does Copyright Law Protect Pamphlets and Folders—by F. E. Sugden

And All Regular Features
Ad. News in Brief
Publication Notes and News
Club Notes and News
Letters to the Editor
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

say, "Our retailers cannot afford to miss that line." The man in the same field who does not compete for public favour in that way makes it impossible for us to carry his goods, for we conceive it our duty as wholesalers to supply the trade with the products that will sell quickest.

When we start selling a proprietary line we always ask the manufacturers to supply us with quantities of all their leaflets and advertising matter. Copies of these are sent out to appropriate customers with letters, accounts and parcels. Sometimes a special campaign through the mail is organised. These simple methods of supporting the manufacturer's selling efforts are very effective.

If the article is to be sold through salesmen, they also are instructed as to the selling points to be stressed and are supplied with copies of the literature.

Sound and Efficient

These methods of co-operating with the manufacturer are not spectacular, but they are sound and efficient. Once we have taken up a line we continue to carry it so long as we receive reasonable support from the manufacturers, instead of carrying and constantly "chopping and changing" a greatly diversified and unwieldy number of lines, as do too many wholesale houses. Consistent concentrated effort on a small, carefully selected list, is the keynote of our policy.

It is of greater advantage to the manufacturer to have this sort of service behind him than a succession of "flashes in the pan." Sometimes of course, a manufacturer offers a bonus for certain products or specified sales quotas, and these are very useful if it is required to stimulate special interest on the part of the wholesaler's representatives and the retailer.

Extra Interest

On occasion manufacturers have, with our co-operation, made special efforts to arouse extra interest in some particular product. As far back as before the war a number of our representatives visited a factory where rubber boots and shoes are made, and the result of this personal contact with the source of manufacture was excellent. If we have done nothing on these lines recently it is not because we have thought them unjustified, but because the measures we have taken in accordance with our fixed policy have proved very satisfactory to the manufacturers, the retailers and ourselves.

Not all our lines are branded and advertised, nor is the name of the manufacturer invariably disclosed. But, as with the proprietary articles, we adopt the plan of selecting from the wide range available only those goods which we consider will suit our retail customers, and, apart from the advertising aspect, the policy in marketing these lines remains the same as that already described.

The Programme for Blackpool

(Special Overseas Session—List of Departments)

"SELL British Goods" has been adopted as the general theme of the Second British Advertising Convention at Blackpool in May.

The Programme Committee met last Friday under the chairmanship of Mr. Percy C. Burton. The list of members of the Committee present is as follows:—

Col. E. F. Lawson, President, The Advertising Association.
C. Harold Vernon, Vice-President, the Advertising Association.
Andrew Milne, Hon. Secretary, the Advertising Association.
Mrs. E. M. Wood, Women's Advertising Club of London.
Capt. C. Higham, Manchester Publicity Club.
W. Foster, Manchester Publicity Club.
H. Entwistle, Manchester Publicity Club.
W. Howard Hazell, Federation of Master Printers.
Alfred Langley, Federation of Master Printers.
James Walker, J. M. Walker & Co.
G. E. Turner, Screen Advertising Association.
Stanley F. Talbot, Incorporated Sales Managers' Association.
C. W. Gardner, London Billposters' Association.
Charles Pascall, United Billposters' Association.
Arthur Chadwick, Federation of Direct Mail Advertising Agents.
Thomas Russell, Incorporated Society of Advertising Consultants.
W. A. McMurray, Press Advertisement Managers' Association.
G. Russell Chapman.
H. S. Venn.
J. C. Akerman.
George Scott.
T. B. Lawrence.
Sydney Walton.
W. H. Harford, and
Walter Stonhold, General Secretary.

The sessions of the Convention will be held in the Tower Buildings on the Promenade.

The opening session on the morning of Monday, May 3, will be addressed by Lord Derby and Lieut.-Col. E. F. Lawson, and other speakers who, it is hoped, will be present are Sir Alfred Mond, M.P., Sir William Berry and Mr. C. K. Woodbridge, President of the A.A.C. of W.

There will be Departmental Sessions on Monday afternoon and Tuesday morning, the various departments being as follows:—

Outdoor Publicity.
Printing and Process Engraving.
Business Research.
Town and Public Services.
Direct Mail Advertising.
National Advertisers.
Newspaper Executives.
Sales Management and Distribution.
Screen Advertising.
Press Representation.
Publicity Clubs' Executives.

Tuesday afternoon will be given over to a special session on Selling British goods in the Dominions, the Colonies, and foreign countries. The convener of this session will be Mr. W. H. Harford, who arranged the Manufacturers' Session last year at Harrogate.

An Exhibition of Commercial Art is to be arranged in connection with the Convention.

Sales Managers' Conference at Cheltenham

Plans for Second Annual Gathering in June

THE second annual conference of the Incorporated Sales Managers' Association is to be held at Cheltenham in June.

The date fixed is from Friday night, June 11, to Tuesday morning, June 15, and the business meetings will be held in the Town Hall. These are to take place on Saturday morning, June 12 (opening session), and on Monday morning and afternoon, June 14. Addresses and discussions will deal both with specific selling problems and with subjects of broad interest to sales managers and executives.

On the social side, an attractive skeleton programme has already been arranged, for Cheltenham — officially described as the Carlsbad of England— is very well equipped for the entertainment of its visitors.

The opening reception, dinner and dance will be held in the Town Hall on Friday evening, June 11, and on the Saturday afternoon the municipal authorities have invited the delegates to a garden party in Pittville Park. The Monday will be a busy day, as already mentioned, but for the ladies motor drives have been arranged to the Malvern Hills and the Wye Valley, and there are also, for them, the usual band and other concerts in the town. In the evening the closing dinner and dance will be held in the Town Hall.

Spanish Printing Convention

At the "Better Printing" convention recently held in Barcelona, the two great events were a conference by the Spanish advertising expert, Raphael Bori Llobet, and an exhibition of posters and printed matter of all descriptions.

Mr. Bori Llobet spoke of "the place of the graphic arts in advertising."

The exhibition, held at the Fomento del Trabajo Nacional, contained the best specimens of French, German, American, Swiss, Italian, Belgian and British poster art. Among the latter the railway posters were very much admired.

"The Drage Way" and the Smart Reply

Inside Story of Two Furnishing Houses' Campaigns—Charles Garvice and Copywriting—Selling a Policy Before the Goods

By Fernand A. Marteau

AMONG the many firms who make a speciality of selling on the hire-purchase basis, two, Smart Bros., Ltd., and David Drage & Sons, Ltd., have moulded their advertising in most interesting form.

They approach the problem from totally different angles, both most convincing, and, I am told, most profitable. Drage is anxious to explain exactly how the system works; Smart concentrates on showing how it answers, almost providentially, certain emergencies.

By Dialogue

In the history of British commercial enterprise, the business policy of Messrs. David Drage & Sons, Ltd., and the advertising by which it was made known, will stand out as a remarkable piece of practical salesmanship. It is, indeed, a matter of the right "selling" backed by the right advertising.

To get the points well home in the public's mind, conversational copy was chosen, followed by a few lines of "trade terms summary," and the advice to "get Drage's Free Book"; the non-conversational part only covering about one quarter of the space.

It was in this way possible for Mr. and Mrs. Everyman (in fact, the readers) to have a frank discussion with Mr. Drage on the firm's sales policy.

Mr. Drage is a perfect salesman. His sentences are short and to the point; he is eager to give all concerned the impression that nothing is of greater importance to him than the good name of the firm, a good name which can only be built upon completely satisfied customers.

Talk in Headlines

"What I've paid for I keep—is that so, Mr. Drage?" is a headline which in itself is, in a condensed form, one of the chief selling arguments.

"Do you put this New Drage Way of yours in writing, Mr. Drage?" is another intended to answer the mental objection of many people who might say, "This is all very nice, but do they carry out all they claim?"

These and all other headlines are always put in the mouth of Mr. Everyman, or sometimes Mrs. Everyman. Mr. Drage simply answers the prospect's questions. It is the prospect himself who remains the leader of the conversation. A very clever psychological advantage over which some all too egotistical advertisers might well ponder.

"As a simple matter of definite fact," Mr. Benjamin Drage informed me, "every piece of dialogue copy is an accurate and truthful record of a conversation that actually took place between Mr. Drage and a customer. It is just the ring of truth running through all our advertisements that makes them so very attractive and readable."

The lay-out is of the simplest kind—the illustrations are half-tone reproductions of wash drawings intended to give the photographic impression.

I do not know of another advertiser who has been able to get everyone to know the exact terms upon which he is prepared to do business. This is not a matter of price or of goods, but of actual policy, a matter so often not even mentioned and generally ignored by the general public.

Smart Brothers' Problem

It was to this very able policy that Smart Brothers, Ltd., had to find a reply. No easy task indeed.

The scene was moved from the shop or the office of the director to the home of a number of typical prospects. A very clever brain wave, the origin of which I asked my friend, Mr. A. J. Greenly, who is responsible for this advertising, to explain to me.

"I believe that the germ of the idea—of which I was then unconscious—came to me some five years ago, at a country house party where I met for the first time one of England's best known novelists. It was Charles Garvice—now unfortunately dead. He told me that he believed he had the largest reading public of any novel writer in the world, and judging by the colossal sales of his books in his own country alone, I felt that he was not mistaken.

"I told him that, although not a novelist, perhaps I could beat him, as it was quite possible that what I wrote was read by millions daily. . . . I had to put in the word 'possible,' because do we ever know how many people actually read our copy?

"It struck me at the time that if I could get Mr. Garvice to write some advertisements in 'short story' form for a suitable commodity that 'possible' might well be eliminated and obtain a 'certainty' that the copy should be read—this to the greater efficiency of the campaign.

"However, we were not to know 'Garvice advertising copy,' as, on my asking if he would be willing to help me, he smilingly declined.

"It was not until many years after, when Smart Bros., Ltd., approached me, that I realised how that firm could have benefited from Mr. Garvice's literary abilities, and since he was not available I decided to attempt to weave these stories of the home life and its problems in regard to furnishing myself.

"The plots are extremely simple. There is the young man who has found at last a flat, and is only troubled about furnishing; the girl who finds her lover's home much better than her own, and who tries to persuade her mother to refurnish the sitting-room; the young man who does not wish to spend all his little capital on furnishing and the friend who tells him how to get his home together without disturbing his savings.

Change of Characters

"The fundamental reason for the success of this type of advertising is the constant change of characters. There is always a new problem to be solved, a new story to be told, always fresh interest for the reader."

There are, indeed, all the elements of the dramatic-sentimental novel in the story as told by Smart Bros., Ltd., and the titles are in themselves an appeal to the popular favour.

"'George,' she said softly, putting her hand over his, 'there's something I want to say to you'" is the headline of one.

". . . . don't break into your savings, my boy, do as I did" is another which must create interest as one wants to know "what the other did."

An Illustration Secret

There is just one interesting revelation made by Mr. Greenly with regard to the illustrations. It was deemed too costly a process to photograph the characters in constantly changing rooms. The figures were accordingly posed and "taken" in the desired position and the different backgrounds later drawn in to suit the poses.

There are other furnishing houses featuring the hire-purchase offer in a more or less prominent form.

Drage and Smart are, however, concentrating on converting the hesitating prospect to the "buy out of income" method of furnishing, while never featuring the furniture.

It is, indeed, interesting how a similar proposition has been treated by these two advertisers, using conversational copy, but remaining nevertheless so distinct by viewing the subject from different angles.

Thorny Points in Postal Publicity

What Sort of Coupon Should be Used?

By Max Rittenberg

EVERY one agrees that a postal shot has to be rounded off and completed by some convenient form for the reader's reply.

The possible methods may be summarised as :—

1.—Reply envelope.
2.—Reply envelope, ready stamped.
3.—Reply postcard, loose.
4.—Reply postcard, forming part of the folder itself, or part of the mailing card, with perforation for easy detachment.
5.—Space at the bottom of the sales letter where the reader has only to sign his name.
6.—A reply form printed (or duplicated) on the back of the sales letter.
7.—An actual printed coupon, "cash warrant," or "cheque," which the reader sends back in part payment for the goods.
8.—"Stunt" reply card or envelope which needs no signature on the part of the reader.
9.—"Stunt" reply card which carries his name and address already typed for him.

Any one of these may be "best" for a particular shot, depending on the circumstances. To be specific, let us quote some cases where each of them has been used to advantage.

1. Plain Reply Envelope

There are many forms of mailing shot which *ask for cash with order.* This clearly necessitates a reply envelope, into which the remittance can be slipped with the order form, and the flap sealed up.

Another variation of this is the order form with one or more of its edges gummed, which can be folded up into an envelope and will carry a remittance safely. "Le Printemps," Paris, is one of several firms which continually use this form of convenience for the customer. Another variation is the "letter-card," with gummed and perforated edges which can be fastened up as an envelope, and printed inside for use as an order form. (The letter-card used to be very popular for personal correspondence, but the popularity seems to have died out. For business purposes, sent with a mailing shot, it is frequently used.)

2. Reply Envelope, Pre-Stamped

The pros and cons of pre-stamping will be discussed very fully in a further article of this series.

3. Reply Postcard, Loose

This is the most popular form of convenience for the reader's reply. He is not put to the trouble of writing a letter. All he has to do is to sign his name and address on the back, and perhaps make a tick or two against some printed questions.

I have noticed that many business firms, when using these reply postcards, save themselves even this slight trouble by rubber-stamping their name and address. So, when addressing business firms, one might very well print on the postcard: "Just rubber-stamp your firm's name and address here."

There is no need to ask the prospect to date the postcard, because the date will be given by the postmark.

4. Reply Card, forming part of folder or Mailing Card

It is certainly advisable, whenever possible, to keep down the number of separate enclosures in a mailing shot. For this reason, it may be preferable to print the reply card as part of the folder or mailing card, and to have it perforated for easy tearing off.

Several firms have told me that they get better results by this method than by having the postcard loose.

5. Space for Reply at Bottom of Sales Letter

This device is a very simple one. At the bottom corner of the sales letter, wording is duplicated such as: "Your signature here will bring you full particulars," with a dotted line for the prospect's signature.

All the man has to do is to scribble his name on the dotted line and throw the sales letter over to his secretary to be put in an envelope and returned to the advertiser.

This applies, of course, *where the name and address of the prospect have been filled in at the top of the letter*—otherwise one would have to ask the man for his address as well as his signature.

It cuts out the necessity for a reply card; saves expense in the mailing shot; and also avoids another enclosure.

In the cases where this method has been used, to my personal knowledge, results have been good enough to suggest that in general it is a thoroughly sound method of getting the prospect's reply. Of course, its main use is with that type of form letter which aims to sift out from a mass of people those who are interested, even if slightly, in the advertiser's proposition—to get his assent for the sending of a full catalogue or descriptive literature, either by post or in the hands of a representative. Armed with the prospect's signature on that sales letter, the traveller has every right to expect an easy entrée into the prospect's office when he calls with full particulars. He is there by invitation.

6. Reply Form at Back of Sales Letter

Many departmental stores use this method when they want their lady customers to send full and explanatory particulars about their wishes.

It is not given to many people to make their wishes clear and beyond doubt, if they have to write a letter on the subject. The great majority can best be helped to this, from the point of view of the store, by setting out in print (or by multigraphing) a series of headings which split up the customer's wishes into logical order and make them easy to execute.

7. "Coupon," "Cash Warrant" or "Cheque"

A very successful mailing shot sent out by a firm of beauty specialists was in the form of an ostensible "cheque," showing at a glance the saving which the prospect would make by ordering a set of beauty supplies.

This cheque idea has of course been used in many forms by other advertisers. It is quite good enough to be used still further. The only point to be observed is that the Post Office do not like imitation cheques. Therefore, submit a specimen of the mailing shot before sending it out; unless you prefer to risk having to make a satisfactory explanation later if the Post Office should make a protest!

A "cash warrant," pinned right in front of the sales letter, has been successfully used on many occasions to start *a first order for a fairly expensive article.* It looks so much like "real money" that it is undoubtedly a big "hook" in obtaining an order.

The coupon is the same order of idea.

A great deal will naturally depend on the printing and paper of the above. If they are to be considered as valuable by the prospect, then they must *look and feel valuable.*

8. "Stunt" Envelope and Reply Card

I do not know if this "stunt" method has been used in this country, but it has certainly been used on many occasions in the United States, and over there has lost its element of novelty.

The idea is to tell the prospect in the sales letter that there is no need for him to sign his name on the reply card (if card be used), or to sign the letter which he places in the reply envelope (if reply envelope be used).

This will obviously arouse curiosity. How can the advertiser know who has sent him a reply which is bare of signature or address?

The two methods of identifying the sender are :—

(*a*) A serial number pencilled underneath a reply stamp on the reply envelope. The pencilling is important, because it does not "run" when the stamp is taken off the envelope by steaming,

(*Continued on page* 357)

Does Copyright Law Protect Pamphlets and Folders?

Some Leading Cases on an Important Point—The Position of Catalogues and Press Advertisements

By F. E. Sugden, A.C.I.S., F.R.Econ.Soc., Barrister-at-Law

AS in all other important branches of commerce, the growth of advertising has its legal pitfalls, particularly the infringement of the author's rights in regard to pamphlets, booklets and Press advertisements. Naturally one asks the question, what is the legal position, and what are the aggrieved party's rights at law?

The Copyright Act may be helpful in the solution of the difficulty, but many points arise which can only be solved by a careful study of several judicial decisions in cases which have engaged the attention of the Courts—what the lawyer commonly terms "Case Law."

Lord Romilly's Judgment

The following quotation from a judgment by Lord Romilly may act as a guide :—

"Copyright exists in published books, periodicals, pamphlets, prints and designs. If you copy the advertisement of another you do him no wrong, unless in so doing you lead the public to believe that you sell the articles of the person whose advertisements you copy. Wherever the letterpress bears the traces of original composition it is entitled to protection, but not where it simply describes the contents of a warehouse, the exertion of the proprietor or the common mode of using familiar articles."

Lord Romilly's judgment lays down that if a circular, pamphlet or advertisement is "lifted" and/or the public are deceived as a consequence, the aggrieved party is entitled to an injunction or can claim damages against the offending party.

To understand the infringed advertiser's rights, it is both helpful and useful to study some of the important decisions of the Courts.

The position arises where an advertiser broadcasts a very suitable, topical and attractive circular which is copied by a rival firm with the object of furthering their financial interests. The legal position was fully defined in the case of the British Oxygen Co. *v.* Liquid Air Co., Ltd., which is reported in the 1925 issue Chancery Reports, at page 388. In this case a letter written by a manufacturer to a trade customer offering goods at a low price if the customer agrees to take such goods exclusively from them, is an "original literary work" within the meaning of Section One subsection One of the Copyright Act, 1911. This reads as follows, *inter alia* :—

Copyright shall subsist in the countries where the Copyright Act exists in every original literary work if—

(1) In case of the published work, the work was first published within such parts of His Majesty's dominions as the Act applies; and

(2) In case of an unpublished work, the author was at or resident within such part of His Majesty's dominions as the Act applies.

All other literary work is governed by Orders in Council relating to other dominions which is not affected by the Copyright Act, 1911.

Entitled to Copyright

As a consequence of the provisions of this section, the writers are entitled to copyright therein. Such a letter is not contrary to public policy as being in restraint of trade. The publication of the letter by rival manufacturers, together with a covering letter of criticism, is not "fair dealing" within the meaning of Section Two subsection One of the Copyright Act, 1911, which reads as follows :—

Copyright in a work shall be deemed to be infringed by any person who, without the consent of the owner of the copyright, does anything the sole right to do which is by this Act conferred on the owner of the copyright provided that the following Act shall not constitute an infringement of copyright, *i.e.*, any fair dealing with any work for the purposes of private study, research, criticism, review or newspaper summary, or for other purposes of a like nature.

Works Given Away

A defence might be put forward that the pirated work is not to be offered for sale. The fact that a circular is offered to the public gratuitously is quite immaterial. It is no defence to say that the pirated work is not offered for sale itself, but merely used to promote the sale of the books mentioned in it.

Where a party sets up a case that his work is a fair compilation from a number of others and not a mere copy from any one, it is of the highest importance that he should produce his original manuscript.

If a catalogue of a firm's wares is compiled does such a compilation enjoy the protection of the law? The answer is in the affirmative, because in the case of Collins *v.* Carter, which is reported in Vol. 78, *Law Times*, at page 613, it was laid down that copyright may exist in a catalogue or a mere list of articles for sale unless it is just a dry list of names.

But suppose the illustrated pamphlet was not finished in the usual way, what would then be the legal position? In the case of Davis *v.* Benjamin, reported in Vol. 75 of *Law Times* Chancery Reports (1906) at page 800, an illustrated catalogue consisting of a sheet of illustrations, not folded or stitched, is entitled to copyright as a "book" under Section Two of Copyright Act, 1845, because it is a sheet of "letterpress," though the words on it are only formal.

Frequently information is compiled of Government statistics. This also may be the subject matter of copyright. There is the case of Kelly *v.* Morris (1866), *Law Reports*, Equity 697, which laid down that when a book is compiled from information which is available to anyone, a subsequent compiler is not entitled to copy from the book, but he must go to the common sources of information. The further case of Pike *v.* Nicholas (1869), Vol. 5, Chancery Appeal, at page 251, when authors have written upon the same subject and have derived their information from common sources it is necessary in order to prove infringement to show that substantial passages from the complainant's work have been actually copied or with mere colourable alterations.

"Damages" and Injunctions

In the advertising profession there is the case of Lamb *v.* Evans, in 1893, Vol. 1, Chancery Appeal Cases, at page 218, where the arrangement and headings of a page of advertisement in a newspaper were protected by the Copyright Act, and even a trade catalogue or a list of articles for sale were similarly protected.

Finally, if an advertiser has the protection of the Copyright Act he may either claim protection by damages or by obtaining an injunction restraining the party infringing the complainant's work. An injunction is the discretionary process of preventive remedial justice whereby a person is required to refrain from doing a specific wrong not amounting to a crime. It is either (1) interlocutory, *i.e.*, provisional or temporary, until the coming in of the defendant's answer, or until the hearing of the case; or (2) perpetual, *i.e.*, forming part of a decree made at a hearing upon the merits whereby the defendant is perpetually inhibited from the assertion of a right, or perpetually restrained from the commission of an act, contrary to law and good conscience.

British Goods

A message from Lord Ashfield on the "Road to Good Business" was the central feature of a composite front page of the *Daily News* in the issue of February 17 in which British goods were specially advertised. The page was decorated and head-lined "The Backbone of the British Empire."

Where are the £1,000 Advertising Men?

Mr. Thomas Russell says they will be the Back-seaters when Examinations are Universal

"A THOUSAND-A-YEAR advertising man is a far better buy than one at a quarter of the money. His employer will make more out of him, and he will do better work. Nothing is less economical than cheap advertising work."

This is the opinion given in an interview to the ADVERTISER'S WEEKLY by Mr. Thomas Russell, President of the Incorporated Society of Advertisement Consultants, which is conducting its second Annual Public Examination next month.

"Advertising men—and women too—do far better work than they are always credited with" he continued. "What keeps them back is the difficulty of picking out those with creative selling ability from the rest."

Two Kinds of Advertising Men

"There are two kinds of them. You will see, in advertisers' offices, in agencies, in newspaper offices, upstairs in big stores, men and women doing some detail of advertising work—copy, layouts, direct-by-post advertising, follow-up work and the rest; and others, directing them, who understand the spirit and policy of advertising and can initiate and organise original selling schemes. All over the Kingdom, behind the larger shops of provincial towns, there is an immense amount of genuine advertising talent—here and there a mute inglorious Milton of publicity who will one day leave off being mute and make himself heard on the board of some big concern. The same thing is true of men in charge of minor nation-wide advertising. And then, of course, there are the big men—advertising managers of companies that spend thirty, fifty, a hundred thousand pounds a year and sometimes more; and the chiefs of departments in the great agencies. Executive ability of a high order is needed for all these posts and marked proficiency for positions lower down. There is no career in which progress can be made more rapidly, and a certificate, provided it is gained by a really practical examination, is the best thing a man can have to help him on.

The Advertiser's Annual and Convention Year Book.

To be Published on

March 1st.

The only complete reference book on British Advertising.

Subscription Price before Publication 15/- per copy

Have you ordered yours?

Future Prospects

"You ask me where the thousand-pound advertising men of whom I spoke are to be found. They are to be found in a good many places—in advertisers' offices and still more often in agencies. There will be a great many more of them in time to come, and they will be worth it. I go further. I say that when the examination system has been running for a few years longer, the £1,000 men will be the back benchers. They aren't by a long way the front benchers to-day. Advertisers will be glad to pay a certificated man liberally if he gives token of originality and initiative. The sums involved in advertising are large; it is worth while to pay well for ability to make them profitable.

"There are already plenty of posts for advertising men with ambition if business houses knew where to find them; and women too," Mr. Russell added. "You have only to attend any meeting of the Publicity Club of London, or the Regent Advertising Club, to see the keen, progressive spirit that advertising women bring to their work. There is no more certain way of giving proof to an employer of initiative and attainments than to go in for this examination and win the certificate. And don't forget that a mark of distinction can be won."

Facilities Wanted

Mr. Russell asked that an appeal be made to employers to afford facilities to candidates to sit for these examinations. There will be two papers in each division, one in the afternoon from 3 to 5, the other in the evening, experience last year having shown that three hours were both too little and too much for the comfort of those examined. He added:

"Candidates for what we call the 'Final' stage are chiefly men and women—they included several women last year—in executive positions. Those sitting for the Intermediate Examination are their assistants, and it is for these that I ask you to make an appeal. Employers have everything to gain by encouraging members of their advertising departments to perfect their knowledge of the craft, and I am sure that they will gladly grant the necessary leave, if asked."

The examination will this year be held by permission, at the University of London, King's College, on March 25 and 26. Syllabus and entry forms can be obtained from Mr. W. T. Moss, Hon. Secretary, Incorporated Society of Advertisement Consultants, Clun House, Surrey Street, Strand, W.C. 2. Entries close on March 13.

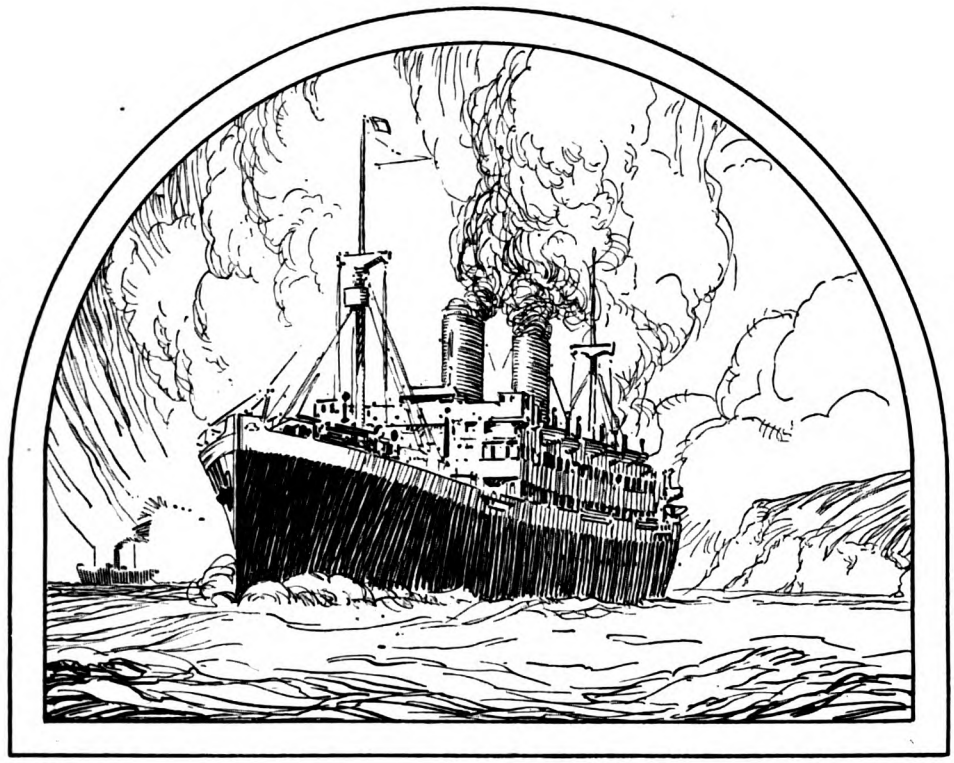
Holland was our best European customer for wireless goods last year.

Holland will buy all kinds of British goods, but they must be well advertised.

"Algemeen Handelsblad" (Amsterdam)
"Nieuwe Rotterdamsche Courant" (Rotterdam)
"Nieuwe Courant"-"Het Vaderland" (The Hague)
"Wereldkroniek" (Holland's Leading Weekly)

Representatives in the U.K. from whom rates and particulars can be secured

THE OVERSEAS PUBLICITY & SERVICE AGENCY
9 Quality Court, Chancery Lane
LONDON, W.C.2.
Manager.-G.D.Young
'Phone:-Holborn 5628 (Solely Publishers Representatives-Not Advertising Agents) Telegrams "Egyptadco"



Travel Advertising

THE advertising of holiday resorts, hotels, and spas shows a steady increase from year to year in The Times. No other newspaper carries so large a volume of this class of advertising.

The readers of The Times are those who travel most—from which it follows that they are those who *spend* most. Hence the volume of travel advertising is an index to the power of The Times in selling goods of every kind.

THE
ADVERTISEMENT MANAGER
The Times
PRINTING HOUSE SQUARE
LONDON · · · E.C.4

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

Newspaper Types

SIR,—It will surely gladden Mr. Alfred Marland to know that at least one group of newspapers owns a range of type faces which will meet any demand he may care to make upon it. Even should he desire to use the new "Clear cut initials" and its family of quaint brackets, they are at his disposal.

Furthermore, he will find that, given a proper workmanlike layout, the compositors of this group of newspapers can submit him a most intelligent interpretation of that layout. Even the drop and swash initials will be properly placed —which is unusual.

The print shop to which I refer is that of Allied Newspapers, Ltd., of Manchester, and practically the whole of the promotion matter of Allied Newspapers, Ltd., is printed there. Need we say more?

In justice to the sweeping inference contained in Mr. Marland's letter, I trust you will give this letter a place in your columns.

For ALLIED NEWSPAPERS, LTD.,
C. M. TREGURTHA.

P.S.—The Allied Newspapers, Ltd., type book is now being printed. When Mr. Marland gets his copy, he will find it has been compiled with intelligence, skill and understanding.

A Paper's Experience

SIR,—Mr. Marland's interesting letter raises the question—if a magazine or newspaper stocks good type faces are advertisers and agencies going to take any real interest in them?

Over a year ago our printers stocked about fifteen additional faces, including: Cloister Bold, Cochin Open, Forum, Fournier-le-Jeune, Garamond, Goudy (light, bold and hand-tooled), Kennerley, Maximilian, Narcissus, Nicholas Cochin, Plantin, Verona, as well as new sizes of Baskerville and Caslon O.S. But to date, the improvement in the appearance of the advertisement pages is about 5 per cent.

It would seem that the minds responsible for the layout of advertisements sent out by most agencies seldom rise above "hit them in the eye with a good lump of black," and their knowledge of type is restricted to Chelt. Bold, Condensed, and other malformations of this horrible face.

Cheltenham is of American origin, and being devoid of any sense of good drawing or design, instantly kills the personality of copy. Why British advertising has been "Americanised" in this awful way is difficult to understand.

If the public must be "hit in the eye" with American type, why not with Goudy and other well-drawn faces? Of if strength, beauty and an air of truthfulness are required, why not the larger sizes of an obscure, and strangely enough, English face known as Caslon Old Style? In America—where Cheltenham is hardly ever used—Caslon is one of the most popular types for good-class advertising.

Had Mr. Marland's Kruschen advertisements, well written, well illustrated and simply and clearly laid out though they were, been set up in, say, Goudy Bold, the sparkle of the copy and the commodity would have been preserved. But "Chelt. Bold" was mostly used whether the paper was a "police court" Sunday or a high-class monthly. Most of the quack cures of the last fifty years have been set up in "Chelt. Bold," so to people with ordinary good taste interest was diverted.

The trouble in the way is that most printers don't know good type from bad, and firms won't pay for the luxury of good display men. But if Mr. Marland and others insist on better typographical value for their next millions, and layouts sent to printers are simple and *very exact*, containing white space rather than long-winded verbosity, and if printers put all their Chelts., De Vinnes, Haddons and other third-rate plumbing into the sea, British printing may improve.

The subject is too big for a letter, and, anyhow, one must not ignore the splendid advertising turned out by a few agencies. Besides, we have in England some really great typographers, such as Mr. Francis Meynell, Mr. Stanley Morrison and Mr. G. W. Jones, and if the ADVERTISER'S WEEKLY and other papers could persuade these gentlemen to write articles on the use and choice of type, they would be of more interest to Mr. Marland and some other readers than the social "hot air" of the advertising profession.

A. Y. McPEAKE,
Art Editor, *Nash's Magazine, Good Housekeeping.*

A Suggestion

SIR,—When Mr. Alfred Marland speaks, he generally "says a mouthful," as the Americans say. It is only too true that the types available in the average newspaper offices are, in the main, extremely ordinary, although in every way, they are perfectly good types; but at the same time, unless every important paper in the country possessed similar founts of some of the most modern type, the advertiser with an extensive selection of media would still find himself with a number of advertisements differing greatly in appearance; and, after all, the extra cost of original type setting is only an initial one, and the uniform appearance of all advertisements is surely worth this extra "ha'porth o' tar."

ALFRED PEMBERTON.
187, Piccadilly, W.1.

A Printing View

SIR,—I have read with considerable interest Mr. Arthur Marland's complaint as to newspaper types in your issue of February 19.

I venture to think that Mr. Marland, quite unintentionally, is not quite fair to the printing industry. The type faces he mentions—Kennerley—Forum—as well as Nicolas Cochin—Garamond—and other modern types—have been adopted by firms like ourselves for some considerable time, and I venture to suggest that if the advertising pages of magazines like "Good Housekeeping" and "Nash's" as well as other magazines produced by us are studied, it will be seen that these types are being now extensively used.

May I suggest to Mr. Marland that it is not altogether the fault of the printers, the difficulty to-day being to get advertisers to change from the rather heavy face types they have been using for many years to these modern and lighter styles that we are introducing.

Printers are doing their best to create a higher artistic standard in all forms of printing, especially in advertising, and if both advertisers and agents would co-operate more with the printer, I am quite sure the result would be more rapidly attained.

J. CROWLESMITH,
Director of Hazell, Watson and Viney, Ld., London and Aylesbury.

Printing and Conventions

SIR,—Nobody will quarrel with the main theme of Mr. Alfred Marland's complaint of the paucity of newspaper types. I for one am delighted to find that there is an advertiser who cares about such things. When he is tempted, however, to have a little fling at "these Advertising Conventions" as being "in danger of leading to too much talk and too little work" I must point out to him that at the 1925 British Convention there was an exhibit of Design in Advertising called the Art Exhibit, one quarter of the space of which was devoted solely to beautiful typography used in advertising, and furthermore, everything but the good was excluded, with consequent loss of matter that, from other points of view, would have found a ready place.

In support of Mr. Marland's complaint it may not be unkind to add that no single exhibit was set up by a newspaper.

T. B. LAWRENCE.

A Proprietor's Objections

SIR,—You will probably be interested in an extract from a letter we have recently received from a client of ours, residing in a country district, in regard to the treatment meted out to local advertisers by the local newspaper publishers.

This particular client asked us to prepare a special advertisement which included a distinctive and original border block, the size being 7 inches d.c. complete. The extract reads as follows:—

"I had intended to use it but the paper owners refuse to accept it because it is an "odd" number of inches in length. It is, therefore, useless to me. The newspaper owners also say it is too ornate, and that the advertisements I am in the habit of inserting are too 'high-flown' and cause the other advertisers to be dissatisfied with the printing services, and that all advertisements in future must be composed by themselves, and any blocks must have their prior approval. In these circumstances my business friends and self have cancelled our contracts, and, failing better terms, will embark on a joint scheme of direct advertising (probably something like a house organ) in which case, and in any other case, I shall be writing again."

It seems hardly credible to us that in these days of progressive advertising there should be newspaper publishers who take such a narrow view, and we certainly think it is a matter which should be ventilated, as it not only concerns ourselves, but is the interest of every other advertising agent.

Yours faithfully,
HALLONS ADVERTISING SERVICE,
J. W. HALLS,
Sales Director.
262, Hoe Street, E.17.

THAT CHALLENGING QUALITY

NO advertising is worth consideration that does not speak for itself.

Quite a lot is said about "punch" in advertising. Sometimes Advertisers themselves ask for more "punch" in their propaganda.

We would prefer to call it "the quality that challenges or arrests attention." More effectively gained in some instances by a strain of music, rather than by a roar of guns. Even the tickle of a feather is not without its rousing influence. The method of gaining attention is right if used in the right way at the right time, in the right place for the right commodity.

There is a way of challenging attention to every commodity. To find the right way, and then to make use of it most effectively requires experience, enterprise, imagination, clear-sightedness and sound judgment.

Our experience, our methods and their effectiveness, testify to our ability in finding the right way.

We cordially invite Principals to call and examine personally the opportunities provided by the Mather & Crowther Organisation

MATHER & CROWTHER, LTD.

10-13 NEW BRIDGE STREET

LONDON, E.C.4

De Telegraaf

100,

THIS figure has been passed, and we are justifiably proud of it.

We have now a larger number of paid subscribers than all the other big Dutch newspapers combined (by big newspaper I mean the equivalent of the Dutch expression *"groote dagblad"*).

From the English point of view an additional 5,000 copies—street and counter sale—should be added to form the total daily net sales.

There is, however, no increase in advertising rates.

At the highest ordinary rate it costs 75 cents, and at the lowest contract rate only 50 cents, per line to reach 100,000 subscribers.

Figure out how many other big Dutch newspapers you must use to reach 100,000 subscribers and then figure how many guilders per line you have to pay to reach them.

This, I submit, is the only worth while test; and the fact that they invariably apply it and refuse to be misled by any

000

PAID SUBSCRIBERS PER DAY

other representations, however ingenious, is the secret of the success of so many American advertisers in Holland.

Consider that "De Telegraaf" offers to Advertisers an absolutely square deal—all cards on the table:—a certified net sale certificate once a year from the Dutch Audit Bureau of Circulations: its books always open for investigation by any accountants; access to subscription lists to prove high quality of circulation.

Is it wise, under these circumstances, ever to leave out "De Telegraaf," ever to start off your campaign in another paper, ever to scatter your appropriation, ever to listen to irrelevant arguments?

If you cannot resist the temptation to listen and to scatter, then make a point of "keying" your advertisements whenever you possibly can. Results will compel you to accept my reasoning—if nothing else will.



Director of Foreign Advertising.

7, King's Road,
RICHMOND.
SURREY.

TELEPHONE: RICHMOND 1399.

TELEGRAMS: "Telcour, Richmond, Surrey"



Advertising that is different!

In every product we are asked to advertise we search for the unusual, the "big idea," the one fact or point that will cause people to buy the article in preference to others. Then we build around it a sound advertising-selling scheme based on the 3 principles of

Policy
Pen *and*
Pencil.

How we successfully unearthed a new and different talking point for the CRYSELCO OPAL LAMP was described fully in an article in the "Advertiser's Weekly" of February 12th.

We are organised to undertake the handling of a few more accounts which do not compete with those of our present clients.

Folder FREE on request.

Ruddock, Noller & Ruddock,

Specialists in the planning and placing of advertisements,

3, OLD JEWRY, CHEAPSIDE, E.C.2.

Telephone : Central 4202.

Why the Annual is Late

By Cecil Chisholm

Editorial Director of Business Publications, Ltd.

"BUT surely you said the ADVERTISER'S ANNUAL would be published on January 1. This is February 25 . . . and still it isn't out. Now you calmly announce publication for March 1. Why this delay ? "

This is what you wanted to say, isn't it ?

As the chief culprit, I have only one reply—" guilty on all counts."

But there are extenuating circumstances . . . .

As a matter of fact, the one thing that astonishes me is the fact that we are publishing on Monday. If the real culprits, one of whom is probably reading this page, had had their wilful way, we should have published about July 1.

And thereby hangs a tale . . .

" Black Friday "

Ever since the end of the war we have been urged to re-issue the ADVERTISER'S ANNUAL. We had always refrained from promises until twelve months ago (Bangor House's Black Friday !) For three sound reasons.

We wished first to set the ADVERTISER'S WEEKLY forward to the position of a first-rate trade and technical newspaper. Until that was accomplished we felt that we ought not to throw ourselves into any other enterprise.

In the second place, the fact that the ANNUAL had not been issued since before the war, presented special difficulties of organisation and production.

Finally, we had a glimmering (alas, only a glimmering) of the agony which the production of a comprehensive and reliable trade reference book entails. And we could not be content with an Annual which did not live up to *certain standards of range and detail which we had laid down.*

The last eleven words explain precisely why the ANNUAL is late this year. Let me give some examples of what has happened.

Among other features we had arranged to give a list of British publications. That sounds simple enough. We aspired to give merely the name and address of the publishers, with their telephone and telegraphic address, and the column width of each paper.

More Information

But a committee of advertisers was consulted on this as on every other section of the ANNUAL.

Certain members suggested the necessity for giving rates. Why not give the column inch rate ? Surely, a reasonable suggestion—one not difficult to meet. So we set to work and secured it from periodicals in all our classifications.

Were our critics content ? No. They merely " asked for more." Many advertisers argued that they wanted to know not only the inch rate, but the page, the half-page, quarter-page, and eighth-of-a-page rates. They will have them. But it took us rather more than a day.

Other well-known advertisers begged us to give single column, double column, and double column inch rates. We have done.

Many people called for the detailing of series discounts. These, too, we patiently collected.

Several agents insisted on the prospectus rate, the financial rate, and the company meeting rate going in. In they went. More time was called for.

At this point certain of our good friends in the industry insisted that what they wanted to know was not merely the average column width, but the broad column width and the narrow column width ; the number of columns to the page ; the page width and length ; whether mats. are accepted ; the screen suitable for blocks ; and a number of other details.

We secured these details. But, again, it took time —quantities of it.

What did all this entail ? Among other things it meant that a valued member of the staff spent one complete month solely on telephone calls to newspapers all over the country which had failed to answer certain questions addressed to them.

It meant, too, that in the British Publications Section you will find in the space of an inch as many as forty individual facts about single newspapers and journals in which you may be interested. Incidentally, it all took time.

Still More Information

Work on the section devoted to advertising agents developed an extraordinary and hitherto undisclosed fact. Many of our advertising agents are acutely shy men. Over forty per cent. of those addressed failed to send in the information for which we had asked.

Eventually, we engaged a staff of lady canvassers in the hope that they mght be able to extract the information which countless questionnaires failed to disclose. They did. But they consumed a couple of months in the process.

One of the things which we thought would be quite simple was the printers' section. At early meetings we envisaged it as a list of printers, just that and nothing more. But our advertisers flatly declined to be put off with any such thing.

Finally, we were able to produce a list of printers the country over, who had told us precisely their lines of work from general letterpress to litho. ; from periodicals to showcards ; from posters to facsimile letters.

This, too, required time.

When we came to market research, it became apparent that a special research into the occupations of six great industrial areas of Great Britain would be necessary, if the new census figures were to be made of practical value to the advertiser. Naturally, that entailed time, too.

Need I go on ? Better to plead guilty once more—but under extreme provocation !

And now that the ANNUAL *is* coming out, would you like to be among the 1,900 odd subscribers who will be entitled to a copy (and the post of critic) on Monday ? A coupon has been provided for your convenience on page xiv of the Philadelphia Supplement. As our circulation manager is fond of saying —sign the coupon *to-day !*

Ships' Newspapers

" The North Atlantic Highway " is the title of an attractive and distinctive brochure issued by the Wireless Press, Ltd., on behalf of the *Chicago Tribune Ocean Times*, which is published on board 28 Atlantic liners.

Read by men and women who believe it because they know it—fast friends, fair, and straightforward. These are the folk who will see and respond to your advertisement if you insert it in

The Daily Telegraph

The paper in which Truth, Sincerity and Conviction are recognised

H. G. REEVES,
Advertisement Manager

138 Fleet St.,
London, E.C.4

Ad. News in Brief

B.I.F. and Typewriters—Co-operative Campaign Proposed for Wireless—Valuable Postal Concession—Citroen's British Factory—Social Activities

British Typewriters

Following the publicity given to British typewriters since the King's inquiry as to why they were not used in Government offices, two brands have been advertised—the Bar-Lock and the Imperial. Both are exhibiting at the British Industries Fair, where attention was first called to their claims to official use during His Majesty's visit.

John Barker & Co. have bought the entire contents of the Bar-Lock stand at the B.I.F.

Prize Schemes To Go ?

At the 19th annual meeting of John Knight, Ltd., on Friday, the chairman (Mr. Samuel Barnett) said, "There is every prospect at an early date of the general abolition of prize schemes in connection with the sales of soap. We at John Knight's . . . think that our soaps should be sold on their merits, and believe that the abolition of prize schemes will mean sounder and more satisfactory business for us, for the trade, and the public."

Sell's Social and Sports Club

On Friday, February 19, Sell's Social and Sports Club held the fourth of their series of dances. The floor at Victory House, Leicester Square, was comfortably full, and the evening was quite up to the high standard set on the previous occasions. About 180 of the staff and friends of Sell's, Ltd., and Business Dictionaries, Ltd., were present. Prizes were given for two spot dances and the proceedings were enlivened by an amusing "Excuse Me" waltz and by the distribution of original novelties.

Two more dances will be held this season, on March 19 and April 17. The last event will be a fancy dress gala night.

The club has now been successful in securing a sports ground at Shortlands, and is open to make fixtures for cricket and tennis.

Change of Address

The Atlantic Publicity Co. is occupying new premises at Devereux Buildings, Devereux Court, Strand, W.C. 2.

Co-operative Campaign for Wireless

A plan for co-operative advertising in the wireless industry has been outlined by Mr. J. F. Bramley, in the *Radio Trade Journal*. It is suggested that a joint effort might be made by the British Broadcasting Company and the trade.

Weight in Advertising

Bold advertising has been adopted by Hartley's to emphasise the fact that their jam jars contain full weight; "800,000 lbs. of jam given away," was the caption of one display, which told how extra weight was given in each jar to allow for evaporation during storage. Other reputable traders might safeguard themselves in a similar manner against the possible effects of allegations that have been made in general terms.

Boon to Postal Advertisers

On the representation of the Incorporated Society of British Advertisers, the Post Office authorities are considering the adoption of a new procedure in connection with the passing of an official opinion as to the admissibility of matter for delivery at printed matter rates of postage. Hitherto such an opinion has been given only on submission of the matter in its final printed form, and it has often happened that firms have been put to considerable expense for printing only to find that the matter was not admissible at the printed matter rate.

At the suggestion of the Society it has now been arranged for an official of the G.P.O. to receive and pass an opinion on matter submitted in dummy form, by way of experiment. If the procedure is found to work satisfactorily it may be adopted as standard practice.

Screen Publicity

An interesting series of industrial films has recently been shown by the Morgan Film Service. The subjects include collars of four centuries for the Van Heusen collar; "Fifteen minutes," a most ingenious trick film for gas stove publicity; and two films for Truman, Hanbury, Buxton & Co. In one of these several historic incidents in which the firm figured are reconstructed, and in the other is a demonstration of beer bottling.

Citroen in England

A large number of newspaper and advertising men attended the opening of the new Citroen works at Slough on Thursday last week. M. André Citroen said that he anticipated that 5,000 British workers would be employed there. Although the factory was already one of the biggest automobile works in this country, he added, there remained room for very considerable expansion.

More Prizes for Amateurs

Eight more advertisers have offered prizes through the *Daily Mail* for amateurs' suggestions for advertisements. The firms are Amami, Peek Frean, Clearton Radio, Poudre Nildé, Whiteways, Players, Essex Cars and Monomarks, and their offer, with the conditions, occupied two pages in the *Daily Mail* on Wednesday. Each winner will receive £25 for the design.

Agency's "House Warming"

If enthusiasm and good fellowship are any measure of the success of an advertising agency, then the "house warming" dinner given by the directors of the Winter Thomas Co. (1926), Ltd., at the Connaught Rooms, on February 11, presaged a big future for the new concern. Clients, "auxiliary forces" and staff (down to the tiniest messenger boy) formed a very jolly company. Mr. Austin Reed in a very happy speech proposed the health of "The Company" coupled with the name of the Managing Director. Mr. R. Winter Thomas, in responding, spoke of the ideals and enthusiasm of his "team." The toast of "Our Guests," by Mr. S. J. G. Chipperfield, evoked a witty reply from Mr. Clement Ebel.

A Catesby Occasion

An entertainment consisting of a whist drive, concert and dance, given to the staff by the chairman and directors of Catesbys, Ltd., at the Portman Rooms, exemplified the spirit of fellowship that exists between the management and staff of this well-known Tottenham Court Road Store. The proceedings commenced with a short whist drive, and Mrs. J. T. Catesby was presented with a charming bouquet by one of the junior members of the staff. Mr. S. Henderson voiced the thanks of the staff.

W S CRAWFORD LTD
« ADVERTISING »
233 HIGH HOLBORN
LONDON
WC1

A HARVEST NOW

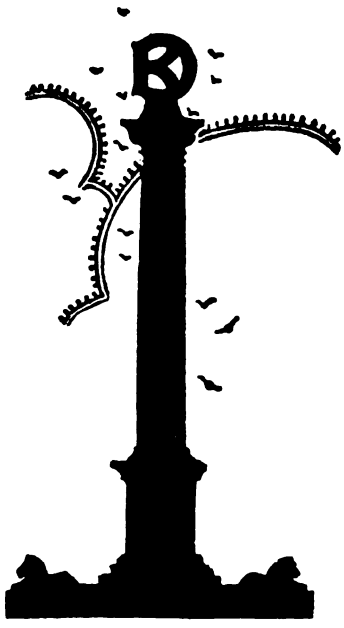
Through the "rainy days" and the sunshine, through the lean years and the prosperous, the SOWERS have continually scattered the seeds of goodwill and reader-confidence.

And now there's a plentiful harvest for advertisers in this most fertile field in England—the great ten-million district around Manchester covered by the

DAILY DISPATCH
& EVENING CHRONICLE

TALLIS HOUSE, TALLIS STREET, LONDON, E.C.4.





ENGLAND EXPECTS...

ENGLAND, it may be said, is in a mood of expectancy. The dominant note in Trade is optimism, hope. The Prince of Wales, in a most heartening and enthusiastic speech, recently spoke of the "permanent grouch" as a disease.

AND what else did he say?—that in the Dominions and in foreign countries he had visited, he found markets strongly in favour of British products—markets waiting to be told what you have to offer them.

BUT they will not wait long. "Time and Trade", said the Prince, "wait for no man"—and unless you tell these markets quickly; unless, in fact, you *advertise* quickly, you will find your competitor has already secured your trade.

THIS House is ready to offer advertising counsel to those who contemplate entering the overseas, or the home, market. Those already in the field but in need of a change in tactics are also invited to bring us their problem. Our solution will be based on knowledge and experience—and will not entail high overhead expenses. A preliminary discussion involves no obligation. Write or 'phone the Managing Director.

BERTRAM DAY
and Company Limited
COMPLETE ADVERTISING SERVICE
9-10 Charing Cross, S.W.1

'Phone: Gerrard 8053 (3 lines). *'Grams: "Adbertiada, Westcent, London."*

The N.A.B.S. Festival

M. Kubelik to Play after Dinner—First List of Donations

WE publish below the first list of donations to the appeal for the Annual Festival of the National Advertising Benevolent Society. This includes all amounts received up to February 13.

The Festival is being held on March 12, at the Connaught Rooms, when Sir William E. Berry will preside, and the other speakers will include Lord Dewar and Mr. J. H. Thomas, M.P.

M. Kubelik, the world-famous violinist, will play after dinner at the Festival.

He is coming over from Prague for the occasion, thus paying a great compliment to the advertising profession. The arrangement has been made by courtesy of Messrs. Lionel Powell and Holt.

The after-dinner programme at the Festival will be an International Celebrity Concert such as has rarely, if ever, been presented before.

The artists taking part are each in the front rank of their particular branch of the musical profession:

M. Kubelik.
Miss Evelyn Scotney.
Mr. Eric Marshall.

£105
Daily Telegraph, *Daily Mail* and Associated Newspapers.
Col. Sir Charles Wakefield, Bart.

£100
Daily Sketch and *Sunday Herald*.

£58 4 6
Publicity Club Gala.

£52 10
Lord Ashfield, W. H. Smith & Son, *Punch*, Lever Brothers, Ltd., C. Mitchell & Co., Ltd., L. O. Johnson, *News of the World*, S. C. Cox.
London Press Exchange, Ltd.

£50
Observer.

£26 5 0
Major the Hon. J. J. Astor, M.P., Paul E. Derrick, Ltd., *Manchester Guardian*, John Haddon & Co., Association of British Advertising Agents.
C. Arthur Pearson. Ltd., G. Newnes, Ltd.

£25
S. H. Benson, Ltd., William Will.

£21
D. J. Keymer & Co., Ltd.

£15 15 0
Miss M. J. Lyon.

£10 10 0
Sir Sydney M. Skinner, J.P., E. H. Jackson & Co., *Westminster Gazette*, H. Heather, *Northern Daily Telegraph*, Slaughter & May, C. Vernon & Sons, Ltd., Leslie Harwood, H. Evan Smith, C. Barker & Sons, Ltd., H. G. Saward, James Strone.
Hughes E. Griffith. Ltd., St. James's Advertising & Publishing Co., Ltd., Periodical Trade Press and Weekly, Newspaper Proprietors Association, Ltd.

£10
Anglo-American Oil Co., Ltd., Viscount Hambleden, Benn Bros., Ltd.

£8 8 0
F. W. Goodmough.

£6 6 0
R. J. Sykes, Sydney Walton.

£5 5 0
Joseph Thorp, Viscount Leverhulme, E. L. E. Thorneloe, T. R. Parker, G. C. Ralston, John Free, T. C. Bench, Ltd., *Bolton Evening News*, Bryant and May, Ltd., *Midland Daily Telegraph*, James Heddle.
Huddersfield Examiner, *Times of India*, *Graphic* and *Bystander*, Thomas Young, *Illustrated Sporting and Dramatic News*, R. T. Lang, Reginald Wilson, C. S. Milliken, *Aberdeen Press Journal*, Ashburners, Ltd., Morison's Agency (Hull), Ltd., Independent Newspapers, Ltd., Temple Press, Ltd., *Newcastle Daily Journal*, H. C. Paterson, Gilbert Advertising, Ltd., Brown, Gould & Co.
Sir Chas. Higham, A. J. Wilson, Mrs. A. J. Wilson, J. D. Jeremiah, *Leicester Mercury*, Miss D. M. Woodyard, Sheldons, Ltd., W. M. Teasdale, J. H. Lile, Ltd., A. H. Poole, *Belfast Newsletter*.
Barney, E. W., Dixon, Thomas, *Eastern Daily Press*, *Farmer & Stockbreeder*, Gordon & Gotch, Ltd., *Northern Daily Mail*, *Nottingham Guardian*, Pratt & Co. (Advertising) Ltd., *Portsmouth Evening News*, F. John Roe, A. Rothery, *Sunderland Daily Echo*, Edward J. Woods, Ltd.

£5
Shell Mex, Ltd., *Belfast Telegraph*, Sir Harold Bowden, Bart., Captain Walter Lima, John Cowley, L. J. Sloan, Ltd.
British Petroleum Co., Ltd., Walter Scott, Sir William Veno.

£4 4 0
Wolverhampton Express and Star.
C. Crane.

£3 3 0
F. Smith, *Truth*, J. Lyons & Co., Ltd., Knapp, Drewett & Sons, Ltd., Regent Advertising Service, Ltd., George Sparkes, W. M. Young, J. S. Hyslop, Hon. J. Huxham, W. Haley, T. Shoesmith.
Halifax Courier, Stuart A. Hirst, H. R. McLatchie, Ernest Marks.

£2 10 0
E. H. Hull.

£2 2 0
T. W. Graham, Ashton & Parsons, Ltd., *Indian and Eastern Engineer* Co., Ltd., Angus Watson & Co., Ltd., D. C. Cuthbertson & Co., Ltd., Sir W. G. Watson, *Electrical Review*, *Oldham Chronicle*, John Hart-Brittain, Ltd., Partington Advertising Co., Mann, Crossman & Paulin, *Manchester in London*.
E. R. Roberts, Mrs. B. Thatcher, A. Campbell, Miss Ella F. Thompson, E. Schofield, Montague Burton, Ltd., Mundy Gilbert & Froman, Wm. Walker & Sons (Otley), Ltd., B. B. Morrison, R. G. Brown, Glasgow United Billposters, Alex. McKenzie, John Leng & Co., Ltd.
Rev. Arthur Taylor, Ponds Extract Co., *Stratford Express*, Lorilleux & Bolton, Ltd., *Walsall Observer*, Godfrey Phillips, Ltd., *Christian Herald*, *Daily Herald*, Basil Butler Co., E. Morison, C. Sell, S. H. Bywaters, Mrs. F. Akerman, J. G. Lovell, Mrs. M. K. Blair,
Birkenhead News, Miss F. Sangster, Burman Norton & Co., Chiswick Polish Co., Ltd., R. Wedmore, Aird & Coghill, Ltd., Mitchell's Advertising Agency (Glasgow), Whitehorse Distillers, Ltd., D. C. Thomson & Co., Ltd.
Baird & Dawson, P. C. Burton, Chorley & Pickersgill, Ltd., *Cork Examiner*, B. Dellagan & Co., Ltd., Basil Davies, T. W. Evans, J. H. Emsley, Lt.-Col. P. Izod, S. J. Fay, E. Sothcott, D. Silverton, Major D. Harrison, P. Moon, C. H. Vernon, W. L. Wildig.

£2
Ayrshire Post.

£1 11 6
B. Mitchell.

£1 6 0
Leeds Publicity Club.

£1 1 0
Mrs. M. Fielding, H. A. M. Fishwick, J. Firth, J. Oldham, H. A. Pearce, Paddington Advertising Co., Miss A. Lile, H. T. Clark, *Ardrossan Herald*.
T. S. Ritchie, J. Rawlins, R. W. A. Quinton, Alex. Rea, W. E. Skinner, H. L. Spratt, Alex. Sturrock.
R. Williamson, Miss E. M. Ward, *Warrington Examiner*, W. H. Waller, *Wigan Observer*, N. Wetton, F. E. Webber, *Wakefield Express*, *Whitby Gazette*.
D. Bigg, R. W. Baker, Miss C. E. Brooke, W. Black, Mrs. A. M. Barson, C. V. Bannister, Miss M. E. Blake, G. C. Bilbe, J. E. Bassett, J. G. Bottell, H. W. Beverley, *Blackpool Gazette and Herald*, *Bedfordshire Times*, J. G. Barnet, Butcher's Advertising Agency.
P. H. Chase, Miss M. O. Cran, C. W. Cropper, F. E. Coe, L. A. & A. Chapman, A. England, A. H. J. Edmonds, Freeman & Co., E. C. Fisher, W. J. Gunning, Genatosan, Ltd., N. Goldsworthy, Miss A. L. Healey, E. C. Jago, C. H. Clarke.
J. Coleman, J. H. Clark, C. H. Clarke, H. S. Craig, B. Cohen, F. Hollings, Mrs. F. Hollings, A. M. Hogarth, T. Green.
Miss E. F. Jacobs, F. Keighley, C. E. Kleboe, F. S. Marriott, F. W. Matthews, Morgan & Scott, Ltd., J. Kirkwood, A. W. Jones, F. L. Heathorn, Magasin du Louvre, W. Newman, H. E. Nye, Northern Press, Ltd., South Shields Advertising Staff of, Northern Press Advertising Agency, E. Maund, T. B. Mullins.
Brockie Haslam & Co., Drummond Walker & Co., *Dumfries Standard*, Miss Dunwoody, Miss C. Angel, A. Preston, F. W. Priest, Press and General Publicity Service, Ltd., E. A. Pratt, R. Porter, *Hexham Courant and Herald*, *Fife Herald*, Miss M. Holiday.
W. E. Robinson, Allan C. Rose, T. Russell, W. H. Rogers, W. H. Rogers (jun.), G. R. Rogers, C. Marshall Roberts, Mrs. M. Roxburgh.
Somersetshire County Gazette, A. E. Smith, H. Stansfield, J. F. Smith, Sydney Smith, L. C. Stephenson, J. Smith, Ltd., W. A. Slow, Technical Advertising Service, W. Thompson, Miss W. Townson.
C. H. Mackintosh, Manchester Publicity Club, Miss D. Nokes.
Baxendale & Co., Ltd., W. J. Buckler, C. R. Bicknell, M. Badcock, J. Chatterton, Bernard Cohen, G. L. Corder.
A. Spatchell Frost, J. J. Glover, W. J. Hicks, J. E. Honeywell, J. Kellaway.
Lord & Thomas, Ltd., H. Miller, F. W. Nuttall, J. R. Osborne, Fleetwood C. Pritchard, C. H. Pickles, Ltd., C. Pascall, H. Rutherford.
P. Soman, A. W. Smith, G. Soons, Alex. Strachan, R. Sheppard, W. D. Smith, C. Thompson, H. M. Vigall.

HOW ADVERTISERS SECURED GREATER LONDON'S MARKET

AN UNQUALIFIED SUCCESS

THE co-operative advertising scheme known as "GREATER LONDON'S GREATER PRESS," comprising twenty-one of the leading Suburban weekly newspapers has just completed twelve months' operations. Soon after its inception evidence was forthcoming which proved conclusively that there was real need for such a scheme. The complete and effective "cover" which it gives, and the simplicity of its machinery, made an immediate appeal to all classes of advertisers, who appreciated the important part these powerful local weeklies play in the lives of the many thousands of potential customers resident in the densely-populated Greater London area.

During the past twelve months, over sixty of the foremost National advertisers including:—

Salt Union, Ltd.
Donald Cook & Sons.
Hodgson & Simpson Ltd.
Spillers', Ltd.
Hugon & Co.
Libby, McNeill & Libby.
A. Wander Ltd.
Scott & Browne Ltd.
"Grips" Pastilles.
A. Graham & Co.
Ediswan Lamps & Valves.
General Electric Co.
British Thomson-Houston Co.
Phillips' Lamps, Ltd.
Electrolux, Ltd.
Wrigley's Chewing Gum.
Imperial Tobacco Co.
Waterman's Pens.
Lever Bros., Ltd.
Victoria Wine Co.
Pepsodent.
A. J. Mills & Co.
John Knight, Ltd.
Kolynos.
Gramophone Manufacturing Co.
Molassine Co., Ltd.
London & North-Eastern Railway.
Great Western Railway.
Metropolitan Railway.
Daily Sketch.
Sunday Herald.
Sunday News.
News of the World.
Allied Newspapers, Ltd.
Cassell & Co., Ltd.
George Newnes, Ltd.
A. W. Gamage, Ltd.
Thos. Wallis & Co., Ltd.
Nicholsons, Ltd.
Waring & Gillow, Ltd.
Maple & Co., Ltd.
Chas. Baker & Co., Ltd.
John Noble, Ltd. (Manchester).

used this unfailing means of entry into the homes of the Londoner, either with the object of introducing a new product, increasing the sales of an old line, or giving the necessary support to a Poster campaign. That the venture has been entirely satisfactory to many is proved by renewal orders being received for larger spaces. Three new advertisers have booked space for 1926 at a combined cost of over **£6,000.**

If, therefore, *your* sales in Greater London are below expectations, your representatives or stockists need more support, or you wish to cultivate the custom of Greater London's spending millions, "G.L.G.P." with their intimate home contact, offer the best means of reaching the family circle.

GREATER LONDON'S GREATER PRESS

Comprising:—
Croydon Advertiser.
Enfield Gazette and Series.
Harrow Observer and Series.
Hendon & Finchley Times.
Hornsey & Finsbury Park Journal.
Ilford Recorder.
Kentish District Times and Series.
Kentish Independent.
Kentish Mercury and Series.
Middlesex Advertiser & County Gazette.
Richmond & Twickenham Times.
South London Press.
South Western Star.
Stratford Express—Week-end Edition.
Streatham News Series.
Surrey Comet—Week-end Edition
Tottenham Herald and Series.
Walthamstow Guardian.
Wandsworth Boro' News.
West Middlesex Gazette.
Wimbledon Boro' News.

Combined Net Sales over
353,000

ONE RATE ORDER OFFICE BLOCK

Advertisers and Agents should send at once for a copy of the 16-page booklet "Intensive Sales Promotion in the World's Greatest Market," giving full particulars of this significant association of the leading Suburban Press, net sales, areas, etc., etc.

"GREATER LONDON'S GREATER PRESS."

S. V. MORRISH, (*Director of Advertising*).
4, JOHNSON'S COURT, FLEET STREET, E.C 4
('*Phone: Central* 3225.)

Managing Committee—*Chairman*, John King, "West Middlesex Gazette"; *Hon. Sec.*, Walter Brown, "Hornsey Journal"; H. H. Norman, "South London Press."

THE BIG
are the

The Illustrated London News

The Sphere

The Sketch

The Tatler

Eve (The Lady's Pictorial)

The Illustrated
Sporting & Dramatic News

SIX essential six

in any carefully planned advertising campaign. Not one of them is superfluous.

Not one of them can be omitted if you desire to appeal to every shade of opinion and every section of taste among the well-to-do British public in Great Britain, her Dominions and Colonies.

Each one of these six first-class illustrated papers makes a definite appeal to a definite class of prosperous people.

Taken collectively the whole six appeal to every class. That is why each one of them is essential to the advertiser. He cannot afford to limit his appeal by omitting any one section of the buying public with money to spend on luxuries and comfort.

Perhaps the most important point is this:

The wealthy classes are not convinced that goods are of the quality they desire unless these goods are advertised in high-class weekly illustrated papers. This is not a canvasser's catch-phrase but a well-proven fact.

Particulars of the rates and concessions to be obtained by advertising conjointly in the Big Six will gladly be furnished on application to:

6 GREAT NEW ST.
LONDON —— E.C.4
Telephone: Central 7511

Neville Campbell

Advertisement Director

CLUB NOTES AND NEWS

What's On

The following club meetings have been arranged for the coming week :—

London Publicity Club, Hotel Cecil, 7 p.m., Monday, Sir Charles Higham, "The tax on advertisements."

Regent, Holborn Restaurant, 1 p.m., Tuesday, monthly luncheon.

Leeds, Queen's Hotel, 7.30 p.m., to-night (Friday), annual general meeting.

I.S.M.A., Cosmo Hotel, 3 p.m., to-morrow (Saturday) kiddies' party.

Birmingham, Grand Hotel, 7.30 p.m., Friday, Mr. P. J. Hannon, M.P., "Our Imperial estate."

Glasgow, Grosvenor Restaurant, 1 p.m. to-day (Friday), Mr. W. H. Harford, "The manufacturer's year of hope"; March 5, Mr. Andrew Milne, "The future of the Club movement."

Hull—Officers and Committee of the New Club Elected

As foreshadowed in last week's issue, Hull successfully launched an Advertising Club on Tuesday night, when a fairly well-attended meeting of publicity men was held at the Grosvenor Hotel, Hull. The local Press had given valuable assistance to the project by printing lengthy preliminary announcements setting forth the aims and objects of the club, while the presence of Lt.-Col. E. F. Lawson, and Mr. Andrew Milne, chairman and hon. secretary respectively of the Advertising Association, and of Mr. Fred Cook, hon. secretary of the Publicity Club of Leeds, made a decided impression upon the meeting. The two first named gave addresses on the value of an advertising club to the community and to individual members, while Mr. Cook referred to the activities of the Leeds Club.

On the proposition of Mr. Ernest Morison (Hull), seconded by Mr. P. R. Davies (Hull), it was decided to form a club under the name of the "Advertising Club of Hull," open for membership to any person connected with advertising. The annual subscription was fixed at one guinea, with an entrance fee of half a guinea, and a committee of seven, in addition to the president, vice-president, hon. treasurer and hon. secretary, who will act ex-officio, was elected.

Proposed rules will be submitted to a general meeting to be held soon.

Mr. J. S. Rhys, of Elders and Fyffe, was elected president, Mr. Arthur Craft vice-president, Mr. J. W. Rowbottom, hon. treasurer, and Mr. Robert Hedley, hon. secretary. Telegrams of congratulation were read from the Thirty Club, the Publicity Club of London, and Mr. Wareham Smith.

I.S.M.A.—Sir Ernest Benn on the Capitalist System

At the dining meeting, held on February 18, Mr. J. M. Beable in the chair, Sir Ernest Benn spoke on the subject of "The Capitalist System."

Mr. G. A. J. Hopkins, Mr. G. B. Thompson, Mr. Francis, Mr. Thomas Russell, Mr. Woodcock, Mr. Kaye, Mr. S. Pascall, Mr. Hopton Hadley, Mr. Arrowsmith and Mr. T. P. Lloyd took part in the discussion which followed.

Regent—"Elma" Demonstration of the Electric Sign Publicity

More than a hundred members turned up on February 17 at the offices of "Elma" (the Electric Lamp Manufacturers' Association).

Mr. Bush, the manager of the Electric Light Bureau of the Association, who acted in the dual role of chairman and lecturer, suggested that the slogan for advertisers should be "Tell the world with light."

The visitors were treated to a display of various methods of indoor shop lighting.

The company also spent an instructive half hour while Miss Florence Hodges demonstrated with what she called her "Revolving flat."

Ireland—European and American Tourist Traffic

Mr. M. F. Keogh, general manager of the Great Southern Railways of Ireland, was the principal speaker at last week's lunch meeting of the Club in Dublin. The lecture was one of the best yet delivered before the club, and it was decided to have it printed and circulated.

Ireland, said Mr. Keogh, offered a most promising field for building up a tourist business on a large scale. He urged, however, the danger of premature propaganda. It was very important that before attracting tourists in very large numbers they should see that their house was in order. The way was being prepared, and much had already been done.

Dr. Towne Mylander, of the Department of Economics, Princetown University, U.S.A., who was present, gave some very interesting facts in regard to the American tourist traffic with Europe.

Leeds—"Squeezing the Life out of Industry"

Mr. Arthur Hitt (Director of Law, Russell and Co., Ltd., Bradford, and a director of the British Model House, Ltd.) was the speaker at the meeting, on Friday, at the headquarters, Queen's Hotel, Leeds, and his subject was "The effects of deflation on industry."

One of the chief sources of trouble in industry at present was that this country deflated before other countries, said Mr. Hitt, and we started paying our debts before other countries started to pay theirs. While in 1918 the country's wealth was four times the amount of the national debt, by deflation it was now but twice as much, and that had produced its crop of labour troubles. In non-deflating countries on the Continent unemployment was almost non-existent.

Mr. G. Waddell proposed a vote of thanks to Mr. Hitt, and this was seconded by Mr. E. Brown.

Ulster—Minister of Commerce on Advertising

The Right Hon. J. Milne Barbour, the Ulster Minister of Commerce, was the guest of the Club at luncheon on Monday, Councillor S. Donald Cheyne, J.P., one of the vice-presidents, in the chair.

Mr. Barbour in his address, alluded to the slogan "Truth in Advertising," which, he said, was being carried to the ends of the earth, while in every country except Russia and Japan branches of the Associated Advertising Clubs of the World were being formed. He believed that that world-wide organisation would play an important part in the preservation of peace, and draw nations together in bonds of truth. Publicity had become a very live and very important factor in the distribution of goods. It had become one of the essentials of trade, and that was why the Advertising Club was doing most useful work in Ulster in educating the manufacturers and exporters in its scientific practice.

After a reference to the work of the Ulster Tourist Development Association, Mr. Barbour said he was gratified to learn from the report of a linen industry meeting about a week ago that the participation of the industry in the Wembley display had been amply justified. They were aware that the great staple industry of Ulster was about to launch a publicity campaign in the United States, a market which absorbed about 50 per cent. of the output. Here the Government, while taking no active part in the conduct of the campaign, was subsidising the industry by making a grant of 10s. for every pound raised by subscriptions from the trade.

Mr. Joseph Devlin, M.P., moved and Mr. John Stevenson seconded a vote of thanks to Mr. Barbour, which was passed.

Glasgow—Fraternal Visit from Manchester Club

The fraternal spirit in the advertising club movement was further advanced in Glasgow last week. Manchester Club members to the number of nine had a very enjoyable time, and they had the opportunity of meeting again those of the Glasgow members who had made the trip to Manchester recently. The visitors were led by Sir William Veno, and accompanying him were Mr. R. H. Jackson, Mr. F. J. Roe, Mr. E. Bowden, Mr. Eric Schofield, Mr. J. Kemp, Mr. J. H. Clark, Mr. H. H. Lomax, and Mr. J. Cliffe.

The social committee had arranged for a "smoker" in the Grosvenor Restaurant, and here the guests were taken after they had removed the dust of travel at their hotel, the Central. Mr. W. H. Jones had charge of the concert programme.

Sir William Veno voiced the thanks of the delegates for the reception accorded to them. He said there was no doubt fraternal circles of that kind had come to stay.

On Friday, the visitors were taken a motor tour round some of the principal sights of Glasgow. Mr. D. C. Cuthbertson, the Glasgow President, acted as cicerone, and the Cathedral, the Art Galleries, the University, and the Municipal Chambers were seen.

At the usual time in the Grosvenor the Club met for lunch. A spontaneous address in which good stories were mixed with genial philosophy was given by Sir William Veno. After touching upon the work undertaken by the Vigilance Committee of the Advertising Association Sir William referred to the Convention in May which was to be opened by Lord Derby. He sincerely hoped all the Glasgow members would make a point of going to Blackpool.

The other speakers included Councillor Taylor, Mr. Roe, and Mr. Jackson. Mr. Jackson explained that owing to the great amount of work they had to do in Manchester in connection with the Convention not so many of their members were able to come to Glasgow.

Mr. Thomson Clark moved the vote of thanks to Sir William Veno and the singing of "Auld Lang Syne" concluded a most interesting reunion. At the railway station after being snapped by a camera man the Manchester men departed to the singing of "Will ye no come back again?"

THE

Editor & Publisher

(The oldest Publishers' and Advertisers' Journal in America)

NEW YORK.

Mr. JAMES WRIGHT BROWN extends cordial greetings to his many friends in the business and to all those delegates who will be attending the A.A.C. of W. in Philadelphia.

THE BRITISH CONVENTION SECTION of the Philadelphia Number of the *Editor & Publisher* will appear on the eve of the Convention and a copy will be handed personally to each delegate.

Editorially it will strike a note of progress and optimism; and this should do much to discount the erroneous impressions so commonly held in America regarding trade in this country.

This issue will include a symposium of opinions from leading advertising men here, stressing this point of view, and is generally designed to render an immense service to British business interests at a particularly opportune moment.

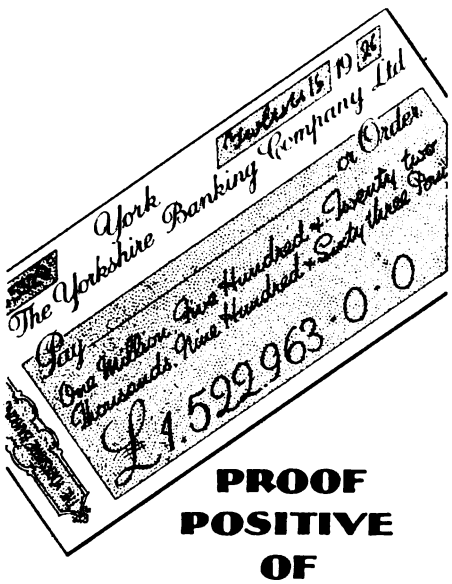
Space can be secured now. For rates and particulars:

ERIC L. SISLEY

(Editor & Publisher Special Commissioner)

c/o "Advertising World,"

14 King Street, Covent Garden, London, W.C.2



PROOF POSITIVE OF THE WEALTH OF YORK

Industrial centres, it is popularly understood, possess the greatest degree of wealth. That this belief is a fallacy, is proved by the example of York.

This, the Capital City of Yorkshire, with its population of some 100,000 people, contributed £1,522,963 to "Tank Week" a sum that exceeded by nearly £2,000 the amount raised by its nearest rival—Leeds—with a population nearly five times greater than that of York.

Having attained the leading position among papers serving the financially powerful areas of the North and East Ridings of Yorkshire as well as Durham, The YORKSHIRE HERALD is in the premier position to provide its financial advertisers with publicity of real value and effect.

THE
YORKSHIRE HERALD

Established 1790.

Head Office: Coney Street, York.
Telephone: - 653 (4 lines).

London Office: (F. H. Wilkinson)
145, Fleet Street, E.C.4
Telephone: - Central 4011.

Mass Meeting Inaugurates New Advertising Club

Premises to be Occupied in Conjunction with the Fleet Street Club

MORE than 200 advertisng men attended the inaugural meeting of the new Advertising Club at the Essex Hall, Essex Street, W.C., on Tuesday evening, when the organisation was brought into being. With considerable enthusiasm the following resolution was passed :—

"That this meeting of advertising men of all sections hereby constitutes itself as a club and adopts the recommendations the committee has outlined ; that the club shall be known as the Advertising Club, the objects of which are to take over suitable premises in which to carry on social and educational activities for the well-being of the advertising profession as a whole."

The resolution was proposed by Mr. Mallinson, seconded by Mr. Cleif, and carried unanimously.

Mr. W. H. Harford (Chairman of the provisional committee of the Advertising Club) presided, and Mr. E. J. Trash (Hon. Secretary of the provisional committee) presented the committee's report.

£1,000 Capital

It would be recalled, said Mr. Trash, that the provisional committee was appointed at a public meeting last year and was instructed to carry out preliminary arrangements for the establishment of a club open to all men in advertising other than representatives of newspapers and periodicals. The committee was requested to negotiate with the Fleet Street Club with a view to acquiring suitable premises to be tenanted by both clubs.

The response to the committee's request for men to signify their willingness to join the club was very encouraging, more than 100 signing forms. The Fleet Street Club, with the full accord of the provisional committee, had secured an option upon the premises of the Cursitor Club, in Cursitor Street, Chancery Lane. The cost to put the premises in good condition would be about £750, and in order to meet all contingencies about £1,000 was required as capital. The cost of running the clubs jointly was estimated at £1,250 per year, and it was calculated that with a joint membership of 500 the clubs could run at a profit.

The clubs would remain distinct organisations separately controlled, but the management of joint affairs would be conducted by a joint house committee of the two clubs. It would probably be necessary to establish a company to run the premises.

Self-supporting

With a subscription of two guineas a year for London members and one guinea for country members the Advertising Club could be self-supporting from the outset.

Mr. Harford detailed further some of the points mentioned in the report of the provisional committee. The club, he said, would bring together all sections of the advertising business. The instigators of the movement for the formation of a democratic Advertising Club were members of the oldest advertising club in the world, the Fleet Street Club. They were not strong enough numerically to run and occupy premises such as they desired, but they knew that with the co-operation and co-ordination of the other sections of the business they would be in a position to take premises unequalled in the business. Mr. Harford paid a tribute to Mr. F. W. Folkes, President, and Mr. F. W. Slaughter, Hon. Secretary of the Fleet Street Club, and also to Mr. Trash, for their work in finding premises.

Mr. Slaughter and Mr. W. N. Roberts, of the Fleet Street Club, both spoke briefly, following which a number of questions were asked. In answer to some of these Mr. Harford said that a selection committee would probably be formed to examine nominations, that the club would no doubt become affiliated to the A.A.C. of W., that ladies were not eligible for membership, and that there was no entrance fee at present.

Social and Educational

In reply to Mr. Jerome Chester, Mr. Harford said the club was primarily a social organisation, but it would probably try to work in with the other clubs on educational matters.

A second resolution, proposed by Mr. Taylor, and seconded by Mr. Smith, was then carried unanimously, to the effect that the provisional committee be appointed organising committee to arrange details and draw up rules and regulations for submission to a general meeting.

The original provisional committee consists of Mr. W. H. Harford (Chairman), Mr. W. A. Alexander, Mr. C. W. Bashforth, Mr. A. W. Hutton, Mr. Felix Thomson, Mr. R. Whitney, Mr. W. Larkins, Mr. A. H. King, and Mr. E. J. Trash. On Tuesday evening the following were elected to serve with them :—Mr. Needham, Mr. Hughland, Mr. Archer, Mr. P. Wall, and Mr. Dust.

Mr. F. W. Folkes proposed a vote of thanks to the chairman and the provisional committee, which was seconded by Mr. S. Coram, and carried with acclamation.

"EXCHANGE OF IDEAS"

Mr. C. Maxwell Tregurtha, the Editor of *Publicity*, the official journal of the Publicity Club of London, writes :—"May I call your attention to a phrase contained in your article on page 306, entitled "The New Advertising Club."

"The phrase I refer to reads—'Constantly does one hear of young men who feel that they have unusual talent and ability who cannot move forward in the profession because they never get a chance of exchanging ideas.'

"The Publicity Club, which was the first of the Advertising Clubs and holds the premier position amongst all Advertising Clubs, was deliberately created for the purpose of the exchange of ideas by its members.

"The Publicity Club concerns itself only with the progress of advertising and the education and advancement of its members. Its members consist of the serious young men in advertising.

"Therefore, it doesn't seem that the new Advertising Club need advance this as one of the reasons for its establishment."

Major Astor on Empire Markets

Need for British Selling Organisation—London Master Printers' Dinner

THE 24th annual dinner of the London Master Printers' Association was held at the Connaught Rooms on Monday evening, Major M. Clowes, the president, in the chair.

Major Astor, M.P., proposing the toast of "British Industry," said that the old lady had been ailing of late. She was apt to get depressed, and certainly she had seen better days. More than anything else he believed that a voyage round the great countries of our Empire would help to quicken her pulse and restore a normal circulation. If she would bestir herself and go on a visit to Canada, Australia, or New Zealand she would certainly come back, as several of them did come back recently, convinced that those new worlds were such as might well serve to redress the balance of the old world.

Things to Learn

In the course of her travels, if the elderly lady he referred to embarked on them, she would have many opportunities of comparing the methods of organisation in industry, methods of production, and the provision of efficient labour and sufficient capital. She would learn many things that were of use and she would certainly determine to secure and develop all possible outlets for our industrial production. A visit to the southern hemisphere was apt to raise doubts in one's mind as to whether British manufacturers possessed all the knowledge of Australia and New Zealand that they required; whether they were actually making the most use of information which they could command. There was prevalent among Australians the belief that British manufacturers still thought that because an article was suitable in England it must be equally suitable in Australia. One found some justification for this belief in connection with motor and tool manufacture. One was told, too, that when it came to advertising the American could and did beat us. There might be something in it. If there was, the more the pity, because it was salesmanship that counted.

Dominion Good Will

On the other hand, there was unquestionably throughout the Empire a widespread good will towards British manufactures. He was not convinced that in this country we realised, or were making the most of our opportunities. There was probably not much that we could do to overcome the incapacity of old Continental customers to buy from us but there should be no insurmountable difficulty in getting real knowledge from willing customers of their requirements.

Colonel F. V. Willey, President of the Federation of British Industries, replying, said that Major Astor had only recently returned from an interesting mission to the Dominions, particularly Australia, and it was with great pleasure they found him addressing representative gatherings. and emphasising the great possibilities for British trade expansion beyond the seas.

Mr. W. Howard Hazell, president of the Federation of Master Printers, proposing the toast of "The London Master Printers' Association," said he believed they had the best Joint Industrial Council of any industry, and on more than one occasion it had prevented a local dispute developing into a national conflict with serious consequences. He hoped that the campaign for collective advertising of the need of printing would bring benefit to the trades who advertised their goods more effectively and more widely, and would stimulate the demand for the products in which they were interested. The Federation of Master Printers had standardised and decimalised methods of dealing with paper, and had swept aside all the anomalies which had prevailed since the days of Caxton. By methods of co-partnership and profit-sharing they were seeking to enlist the sympathy of the workers and to combine high wages with low costs of production. The association was working for the betterment of the industry as a whole.

Major M. Clowes, president, replied. The toast of "The Visitors" was proposed by Mr. R. A. Austen-Leigh, and Lord Halsbury replied.

"Position—Next to Advertising Matter"

I READ it after lunch. And I really thought I had gone to sleep and was dreaming.

"Some time in the near future they should hear the 'legitimate' writer requesting his editor to give his contribution 'Position, best possible—next to advertising matter.'"

It was not a joke, and I was not dreaming.

It was the concluding words of Mr. J. C. Toohill's new book, "The Art of Advertisement Copy Writing" (John Bale, Sons and Danielsson, Ltd., 5s. net.).

Mr. Toohill can jest with the best of them when he will, but this time he is quite serious. He has rounded off an excellent practical treatise on the work of the copywriter, and how it can be improved, by an attempt to realise the appearance of the newspaper of 1950.

At this enlightened period an advertising agency will be a real agency in the true sense of the word. Right in the offices of every national newspaper and periodical in rooms set aside for such purpose will be found its copywriters and lay-out men. As the news comes through, the copywriter will seize on the item next which he wants his copy to appear, write the copy in a similar strain, and if an illustration is required it will be produced in the same manner as the editorial illustrations."

There's vision for you! Mr. Toohill has overlooked one thing. The news from New York and Buenos Ayres and Singapore will all be available by broadcast, with home screens for wireless photograghs by the time the newspapers reach the stage of enlightenment he foresees. And then there will be no newspaper office in which to house his enlightened agency.

"The stories and articles will contain pointed reference to many products. Instead of the heroine drinking a cup of tea she will refresh herself with 'Tiger's Tea.' Her gloves will be 'Bent's,' her shoes will be 'Blank's,' and when she plays a round of golf she will swing her 'Snyder' with the best. Running in the next column will be 'reminder' advertisements for the goods mentioned."

The Incorporated and Amalgamated Association of Press Agents will apparently have died of co-operative starvation by that time.

"The present-day make up of the newspapers and periodicals will be altered to alternate each column of editorial matter with a column of relevant advertising matter."

"The editorial and advertisement departments of the monthlies and weeklies, too, will work in harmony . . . ."

No, really, Mr. Toohill, a joke's a joke, but to suggest that is to tamper with an immutable law of nature!

H. C. F.

POSTAL PUBLICITY (Continued from page 336)

whereas a number in ink would run and might become illegible.

(*b*) A serial number written in "invisible ink" on the reply card or envelope. By applying heat, this number of course becomes clearly visible.

I have no doubt that this "stunt" method would be as successful in obtaining replies in this country as it has been in the U.S., but let it be realised clearly that a large number of these replies would be merely from curiosity mongers.

So, any advertiser who wants to try it should first of all ask himself whether there is likely to be real value to him in a reply which is dictated by curiosity rather than by an active interest in the goods offered.

9.—"Stunt" Reply Card which saves the Prospect Trouble.

It is also possible, by a stunt method of folding a mailing card, to provide the prospect with a reply card which is ready typed with his name and address on the back. This typing is that which carries the mailing card to him.

The method can hardly be explained in words. Even a diagram looks puzzling. But when the actual article is seen, it is appreciated at a glance.

DOES YOUR COPY NEED A TONIC?

HOW many times have you sat, head bowed, over your copy pad—searching, searching for the word or phrase that would leap from the page and make a willing captive of the reader?

What is it your copy lacks? Attention—Brevity—Clearness—Dignity—Emphasis—Humour — Impressiveness — Simplicity — Sincerity—Vigour—Vividness?

How all these necessary qualities can be artificially obtained by the use of over one hundred literary devices, is explained in simple non-technical language in this new book. Written in a light, lucid style, it expounds the whole art of advertisement copy writing from the ground floor up.

As indispensable to the Copy Chief as to the Jun or Copy Writer. As invaluable to the Advertisement Manager as to the Agency Director.

"THE ART OF ADVERTISEMENT COPY WRITING."

By J. C. TOOHILL.

5/- NETT.

At all Booksellers, or from the publishers,
JOHN BALE, SONS & DANIELSSON, LTD.,
83-91, Great Titchfield Street, W.1. 5/6 post free.

£100,000 to £500,000 capital available for Nationally advertised product.

If yours is, or can be a Nationally advertised product—your balance sheet is good, and you can show reason why capital ranging from £100,000 upwards would justify itself in increased profits, we would like to hear from you.

We are not interested in any propositions involving less than £100,000, nor anything which is not on a perfectly sound basis—paying profits now, and able to stand the strictest scrutiny.

Letters in confidence to—
J. STANLEY WOODWARD, Managing Director,
WOODWRIGHT PUBLICITY SERVICE, Ltd.,
150, New Bond Street, London, W.1

D. CHARLES,
Photography. 50 Webbs Rd., S.W.11.

Printer blames blocks. Engraver blames photos. When I take them air *much* clearer. Cost no more.

Latchmere 4980

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.
D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.

TO ADVERTISING MANAGERS

Do Yourself Good and Your Firm a Kindness by writing personally to
A. F. Sergeant, F.R.S.A., LILYWHITE, LTD., TRIANGLE, HALIFAX,
for details of Photographically Compelling Sales Increases. Patented and Registered.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES 150,000 *daily*
London Representatives:
FREEMAN & CO., 3, Paternoster Row, E.C.4

Publication Notes and News

Publicity in East Africa

Sir Charles Higham contributed a special article to *East Africa* for February 18, dealing with increasing Britain's overseas trade by advertising. "What we need," wrote Sir Charles, "is to stop talking about trade, and to go out and get some."



A striking and topical new bill at the newsagents

Scholarship Competition

Considerable interest has been aroused this week by the publication of the comprehensive scholarship competition organised by Allied Newspapers, Ltd., who are to spend £5,000 on scholarships for boys and girls between the ages of eight and sixteen. The papers participating in the scheme are the *Daily Graphic*, *Daily Dispatch* (Manchester), *Glasgow Record* and *North Mail* (Newcastle). The prize money has been allocated so that the children of each district will have an equal opportunity of benefiting under this finely conceived scheme.

On House Organs

The value of the house organ in the business world has been advocated for some time by Alfred Pemberton, Ltd.—who, apart from their agency work, specialise in house organ production. They evidently believe in their own medicine, for the Alfred Pemberton Magazine has been published regularly for fourteen months, and was started three months after the formation of the company.

"House organs undoubtedly stimulate good will," Mr. Pemberton says, "but good will can only be maintained by wholehearted self-eliminating personal service. When an advertiser realises once and for all that his interests come first in the mind of his advertising agent, he is going to do a lot of thinking before making a change."

Prizes for Veterans

A novel and very popular competition has just concluded in the *Sheffield Independent*. Prizes and diplomas were offered for industrial veterans, local firms being asked to supply the names and details of service of the five oldest workers in their employ, the number being restricted to five in order to give the smaller firms an opportunity of competing. The first group prize was won by five employees of Joseph Rodgers and Sons, Ltd., their aggregate service amounting to 333 years.

Trade and the Press

Mitchell's Press Directory for 1926, which is now published, is an indispensable book for all who are connected with publicity. The carefully compiled tables of information are referred to every day, and this year the overseas section has an especial value on account of the articles on the trade of the various Dominions. The reviews of the trade statistics, prefaced by tables on inter-Imperial trade, are a mine of information on a subject about which advertising men need to be specially well informed at present.

A Resignation

Mr. Norman Bower has resigned from the Board of Industrial Newspapers, Ltd.

"Word-Lore"

A novel publication that will interest a great many men and women is *Word-Lore*, the first issue of which is just published. It is a recorder of dialect, folk-song, ballad, epigram, place-name, phrase, and field-lore.

"Building Review" Supplement

A complete quarterly periodical, the *Building Review*, is being given away with the newspapers published by the Southern Post, Ltd. Number One was issued with the numbers for February 20 and comprised 16 pages, full of news and informative articles on homes and home-building.

Guide to the Hoardings

The Billposters' Directory for 1926, which has just been issued by the United Billposters' Association, contains a list of all the members of the Association, arranged geographically under the name of the town in which they are active. The wide extent of the billposting trade is shown by the fact that the particulars fill 194 pages, the towns ranging from Aberavon to Ystalyfera.

A Good Year

"Greater London's Greater Press," the already well-known group comprising 19 of Greater London's leading suburban weekly newspapers, has just completed twelve months' operations. It has resulted in a considerable increase in advertising revenue for the papers concerned. The original estimate has been exceeded by over 2,000 inches, and there are indications that during 1926 the figure for the past twelve months will be considerably exceeded, for already three new advertisers have placed orders, each representing an expenditure of nearly £2,000.

Congratulations are due to those who pioneered the co-operative scheme. Mr. H. E. Harry (chairman), Mr. John King, and Mr. Walter Brown comprise the managing committee. Mr. S. V. Morrish has also materially contributed to the success of the group by his work in the office of director of advertising.

Hexham Incorporation

The *Hexham Herald*, which was founded in 1868, ceased publication as a separate paper on Tuesday, February 16. The proprietors of the *Hexham Courant* acquired a controlling interest in the *Hexham Herald* about a year ago, and the *Herald* will, in future, be incorporated in the weekly issue of the *Hexham Courant*, which now consists regularly of 16 pages.

CURRENT ADVERTISING

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

London Press Exchange, Ltd., are handling the new appropriation for Greys Cigarettes and business for Singer, Lea Francis, and Swift Motor Cars and Juno cycles.

Fredk. E. Potter, Ltd., have recommenced placing for Suchard, O'Cedar, Clemak Razor Co. and B.B.B. Pipes.

Barker, Drabble & Co. have been booking space for Fitzpatrick's Captain Cycles.

Dorland Agency is placing new business in London and Provincial dailies for Henley's Ltd., C. C. Wakefield & Co. Ltd., and Wilkinson Sword Co.

D. J. Keymer & Co., Ltd., have been issuing renewal instructions for David Macqueen Co.

Osborne-Peacock Co., Ltd., have in hand new business for Mackintosh's Toffee.

Siviter Smith Service, Ltd. (Birmingham), are again placing a substantial appropriation for the Atco Motor Mower.

Godbolds, Ltd., have considerable business placing for Armstrong Siddeley and Standard Motor Cars.

Crossley & Co., Ltd., have recommenced giving out for Edison Bell and Winner Records.

Hart & Harford, Ltd., are handling business for Chantecler Chocolates and Poudre Nilde.

W. J. Southcombe Agency is again booking newspaper space for Blue Band Margarine.

Day's Agency has been increasing advertising for Morris's Blend Cigarettes.

Walter Judd, Ltd., are now giving out for Croydon Electric Cleaner.

Service Advertising, Ltd., are handling an appropriation for Cleartron Valves.

A. Bates & Co., Ltd., have extended advertising for Koko for the Hair.

C. Vernon & Sons, Ltd., are again placing for Golden Fleece Knitting Machine.

Sells, Ltd., have commenced the new season's advertising for Raleigh Cycles and Sturmey-Archer Three Speed Gear.

Ogden & Spencer, Ltd., have been booking space for a new competition for Thorne's Toffee.

Spottiswoode, Dixon & Hunting, Ltd., have been placing an appropriation for Myatt Razor Blades.

Walter Pearce & Co. have in hand an advertising scheme for Wills' "Wallpax," Flat Wax Paint, and have completed arrangements on behalf of S. M. Wilmot & Co.

Steele's Service, Ltd., have renewed advertising for Kutnow's Powder in a number of the leading newspapers.

J. M. Walker & Co., Ltd., are handling the business of the Guaranty Trust Co. of New York.

Publicity, Ltd., have been placing new advertising for Molassine Dog Foods.

Paul E. Derrick Advertising Agency have completed placing the half year's campaign for Shoolbreds in London dailies and Sunday newspapers; the 1926 campaign for Freeman, Hardy & Willis, of Leicester, and for Kraft MacLaren Cheese.

Trade and General Publicity Service (Nottingham) are increasing spaces in the high-class garden papers for Hodsons, Ltd., of Nottingham, also in the grocery trade Press for Stonehouse Bros., of Basford, Notts.

Secretarial Co. & General Advertising Agency is handling the Bar-Lock Typewriter advertising.

DAY & NIGHT TYPESETTING SERVICE



C. & E. Layton

TYPESETTERS · STEREOTYPERS FOR ADVERTISING AGENTS

Farringdon Street, E.C.4

Telephone - - Central 3948

PROGRESS.

WILLIAM POPPER & Co. Ltd.

Fine Art and Offset Printers

Having found their premises inadequate for increasing business, have secured larger premises, and from the 1st of March their Address will be:—

128/9, GREAT SUFFOLK STREET, LONDON, S.E.1.

Goods and Works Entrance: 16/22, TOULMIN STREET, S.E.1

CATALOGUES—PAMPHLETS—CIRCULARS

Prompt Attention. First Class Work.

ELPHICKS

Printers - BIGGLESWADE.

BLOCKS.

LET US INTRODUCE YOU TO

SERVICE & QUALITY.

GEE & WATSON LTD.

111 SHOE LANE, FLEET STREET, E.C.4



fresh

OF immense importance to modern advertisers is the CARLTON policy of seeking out, encouraging and developing new artists of unusual ability.

Here are examples of such men's work, revealing something more than promise.

Working, as they are now, with other CARLTON artists of established inter-

The CARLTON

CARLTON

Gt. Queen

KINGSWAY





blood

national reputation, they represent your opportunity to introduce a new, distinctive note into your advertising.

Whatever style of good drawing is best suited to your needs, CARLTON can do it at the right price. May we give you a quotation in proof of our assertion?

STUDIO Ltd

House

Street

LONDON W.C.2



RIGHT IN FRONT
as a Provincial Weekly
THE "WHITBY GAZETTE"
Current Issue and Rates with Pleasure.

The American College Market

There are over 700,000 college students residing in approximately 600 college towns in America.
For over eleven years we have specialised in securing profitable business from these college students for manufacturers of logical products.
We are prepared to help English manufacturers secure distribution in these college towns.

The Collegiate "Salesman," listing all Student publications, sent on request,

Collegiate Special Advertising Agency Inc., 503, 5th Avenue, New York City, N.Y.

CSAA

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-tone Work.
NO BLOCKS Required.
CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

LEGAL NEWS

In the Mayor's and City of London Court, before Judge Shewell Cooper, on February 16, Mr. R. B. Hithersay, 22, Essex Street, Strand, brought an action against the proprietors of the *Morning Advertiser*, 127, Fleet Street, for £20 5s. commission due on orders obtained on behalf of the defendants for advertisements in their publication. Plaintiff, giving evidence, said that about five years ago he was engaged by the then manager of the defendants to canvass advertisements on commission only. In November, 1924, he was successful in obtaining a running advertisement for the defendants from Rolls Royce, Ltd., for six insertions at intervals of two months, at the price of £12 10s. each. He received commission on that amount to the end of February, 1925, when the arrangement that he was to act as canvasser was terminated by the defendants. He subsequently learned that orders for two special advertisements were given by Messrs Rolls Royce, Ltd., after he left, and that they had renewed the order for 1925-26, which he had originally obtained. He claimed that he was entitled to commission on the ground that canvassers who did not receive a salary or expenses could claim commission upon orders given by customers they introduced "for a reasonable time" after he ceased to be employed. He thought that the custom of the trade was three years.

Counsel for the defendants submitted that he had no case to answer.

Judge Shewell Cooper, after reviewing the facts, said that he had heard many statements in that Court as to various customs in many trades. It was for those who set them up, however, to prove adequately that such customs existed. In the present case the plaintiff had failed to satisfy him that a custom such as he had spoken to existed in the newspaper world. As the plaintiff had failed to do so, and as no contract between him and defendants agreeing to pay commission after he left their service had been suggested, he had no alternative but to give judgment for the defendants, with costs.

JOINT STOCK COMPANIES

The undermentioned companies were struck off the Register on February 19, 1926, and the companies are dissolved :—

Around the Town, Ltd.
Fleet Publishing Co., Ltd.
Humanitarian Publishing Society, Ltd.
Review of the Foreign Press, Ltd.
Ticket Advertising Co., Ltd.
Walkergraphs, Ltd.

At the expiration of three months from February 19, 1926, the undermentioned companies will, unless cause is shown to the contrary, be struck off the Register, and the companies will be dissolved :—

Aurora Publicity Co., Ltd.
Consolidated Advertising Corporation, Ltd.
Drake's Press, Ltd.
General Advertiser, Ltd.
Interstate Advertising Organisation, Ltd.
Kinoposters, Ltd.
Knight's Publishing Co., Ltd.
London & Counties Advertising Agency, Ltd.
Record of Honours, Ltd.
Regent Printing Co., Ltd.
Reliance Publicity Co., Ltd.

National Advertising Benevolent Society

EIGHTH ANNUAL FESTIVAL

Friday, March 12th, 1926, at Connaught Rooms.

SIR WILLIAM E. BERRY, BART., in the chair.

Supported by the Rt. Hon. Lord Dewar, Rt. Hon. Lord Riddell, Rt. Hon. J. H. Thomas, M.P., Sir Chas. W. Starmer, Sir Woodman Burbidge, Sir Sidney M. Skinner, Col. E. F. Lawson and others

The Society's Work in 1925

108 Adults and 91 Children have been assisted during the year.

86 applications investigated and all but four helped.

Pensions, Grants, Education, &c. - - -	**£4,577**
16 Pensioners—Annual cost-	**£728**
15 Orphans educated in Schools, and School Fees paid for 4 others living at home with parent.	
Benevolent Expenditure since foundation of Society in 1913 - - -	**£26,782**

Subscriptions should be sent to any of the Club Stewards or the Hon. Treasurer, **61, Fleet St., E.C.4.**

Festival Tickets, 12/6 each
from the Hon. Secretary, 61, Fleet Street, E.C.4.

Ladies Specially Invited.
Tables for 8, 10 or 12 can be reserved.

KUBELIK

THE WORLD'S FAMOUS VIOLINIST,

EVELYN SCOTNEY, the Celebrated Coloratura Soprano, and

ERIC MARSHALL, the Popular British Baritone, have kindly consented to give their services.

(By the courtesy of Messrs. Lionel Powell & Holt.)

VOLUNTARY LIQUIDATIONS

(NOTE.—*Voluntary liquidations may in some instances refer to companies in course of reconstruction.*)

King Publicity Co., Ltd.—At an extraordinary general meeting of this company held at 22, Church Street, Birmingham, on February 10, 1926, a resolution was passed for the voluntary winding up of the company, and for appointment of Mr. F. J. King as liquidator.

Gaiety Magazine Publishing Co., Ltd.—At an extraordinary general meeting of this company, held at 3, York Street, Manchester, on February 8, 1926, at 11 a.m., a resolution was passed for the voluntary winding up of the company and for the appointment of Mr. E. A. Radford, 3, York Street, Manchester, Chartered Accountant, as liquidator. Meeting of creditors, 11 a.m. February 26, at Bedford Hotel, Southampton Row, W.C.

ORDER ANNULLING, REVOKING OR RESCINDING ORDER

Hewitt, Arthur Falkenberg, 28, Thornton Hill, Wimbledon, advertising manager. (No. of Matter 15 of 1925.) Date of Annulment or Rescission, February 9, 1926. Grounds—Debts paid in full.

NEW COMPANIES

[*Compiled for the* ADVERTISER'S WEEKLY *by the Information Bureau, Ltd., 140 Strand, W.C. 2.*]

A. Walker & Son, Ltd. (14,011).—Private company. Registered in Edinburgh, February 18. Capital £25,000 in 17,750 ordinary and 7,250 preference shares of £1 each. Objects :—To acquire *inter alia*, the billposting business carried on by J. A. Walker at Galashiels, as the "Galshiels and District Billposting Company." The first directors are :—J. A. Walker, A. Walker. Registered Office :—113, High Street, Galashiels.

Showcards (Bristol), Ltd. (211,743).—Private company. Registered February 15. Capital £2,000 in £1 shares. Objects :—To adopt an agreement with A. J. C. Pritchard, and to carry on the business of manufacturers of and dealers in show cards, printers, lithographers, etc. The directors are :—A. J. C. Pritchard, A. L. Rider, E. H. Hepburn, W. Pritchard, C. C. Summers. Registered office :—3, Bridewell Street, Bristol.

The Newspaper Trust, Ltd. (211,732), was registered as a private company on February 13, with a nominal capital of £30,000 in £1 shares. The objects are :—To acquire and hold shares, stocks, debentures and securities issued or guaranteed by any company, government or authority, to promote companies, to act as underwriters and financiers, to take part in the management, supervision or control of the business or operations of any company or undertaking (including the business of proprietors of newspapers, journals, magazines, books and other literary works), to acquire and carry on the whole or any part of any business (including any business dealing wholly or partly with matters relating to radio telegraphy, radio telephony, submarine signalling or other methods of radio communication), to organise, promote and participate in shows and exhibitions, etc. The directors are :—John Scott-Taggart, Mrs. B. Scott-Taggart. Secretary :—R. A. Lodge, Bush House, Strand, W.C.2.

Consult Spottiswoodes

Whether you are preparing to launch a new article on the market, or wish by better advertising to increase the sales of one already established, consult Spottiswoodes.

Spottiswoode, Dixon & Hunting, Ltd., are an up-to-date agency equipped to give advertising service in the fullest sense. The success of the campaigns which they carry out is based on an exceptionally wide knowledge of merchandising conditions and channels of distribution throughout Great Britain and the Dominions.

You are invited to write for an appointment for a preliminary discussion or for folder giving full description of the services offered to you.

Spottiswoode Dixon & Hunting, Ltd.,

Agents and Consultants in Advertising.

Regent House, Kingsway, London, W.C.2.

Telephone: Regent 6375 (Private Branch Exchange).

CONNOLLY

THE MOTOR ARTIST

Technical accuracy—forceful, vital figures—line, wash or colour, and NOTE THIS — finely re-touched finish for Catalogues, etc.

H. Connolly

4, Russell Chambers, Bury Street, LONDON, W.C.1.

Telephone: Museum 3839.



There's the Information I want –

right at my very finger tips-

The population of all the principal towns in the British Isles.

The populations of the four great divisions of England—centred at London, Manchester, Hull and Bristol.
The various populations within radii of 25, 50, 75 and 100 miles of those centres.

Have these figures at your finger-tips. A Dorland Zone and Population Map in your office will make for better distribution of your advertisement appropriation.

Price, unmounted, 1s. 3d.; mounted, 4s. 6d. post free.

Obtainable from
The Dorland Agency, Ltd., Dorland House, 14, Regent Street, London, S.W.1.

DORLAND ZONE and POPULATION MAP

We Hear—

THAT there is every indication that among the best spenders on advertisements between now and Easter will be the seed merchants, nurserymen and others whose business is making gardens things of joy and profit yielding—as per advertisement.

* * *

THAT at least four—if not six—new lines in popular priced cigarettes are about due to appear in advertisement, and it looks as if we shall have another struggle in the newspapers to find space for a new stage in cigarette selling warfare.

* * *

THAT the "interesting announcement of importance to all smokers" published this week-end in the dailies, to be officially advertised in Monday's newspapers, was anticipated by a large number of people who discovered the "interesting announcement" had already appeared in some periodicals issued last week.

* * *

THAT a particular smart piece of work was to be seen in the Sunday newspapers at the week-end when a double-column appeared giving a full report—including the chairman's speech—of the annual general meeting of the artificial silk concern, Snia Viscosa, Ltd., held the previous day (Saturday) in Turin.

* * *

THAT the Advertising Convention is fast becoming a much talked about affair now that the man in the street is getting to hear what the various committees are preparing for his enlightenment when he (and she) go to Blackpool as delegates, and—

* * *

THAT in the two months still ahead of them the organisers have much good work to do, but compared with Harrogate the arrangements are at this time and date in an advanced stage.

* * *

THAT there is keen competition among the stewards of the various Publicity Clubs working for the good cause of the National Advertising Benevolent Society, and that if good hard canvassing can do it, the returns from this source ought to top last year's splendid cash returns.

* * *

THAT ad. men golfers are polishing up their clubs for the spring meetings, and that the members of the Aldwych Club Golf Circle will open their fixtures at Sandy Lodge about the middle of next month.

* * *

THAT Mr. Ewan S. Agnew, one of the proprietors of *Punch*, who recently had a play produced, has published an interesting and cleverly-written story called "The Plunge of the Paddingtons," and—

THAT another author with former successes to his name, Mr. Dennis Bradley, the tailor-ad.-writer, is using the Underground Railway posting stations for the display of double-crowns announcing his new book.

* * *

THAT the employees of Messrs. George Newnes, Ltd., to the number of about 800, had a highly successful dance and whist drive at the Wharncliffe Rooms (Hotel Great Central) last Friday night, when Lady Newnes presented the prizes.

* * *

THAT that most excellent scheme—first promoted by the Fleet Street Club—of a Fleet Street Week for Barts., is going to be put into being again in October next.

* * *

THAT Mr. Bernhard Baron, chairman of Carreras, Ltd., whose handsome bequests have earned him the title of the tobacco millionaire, has given £2,750 to the Royal Sussex County Hospital, Brighton.

* * *

THAT Messrs. Slazengers, Ltd., the makers of lawn tennis balls, who last summer season indulged in a considerable advertising expenditure, report increased gross profits at £106,705, compared with £97,567 for the previous year.

* * *

THAT that big concern, the Calico Printers' Association, are holding in Manchester an exhibition of arts and crafts, the work of the employees, including a section for advertisements and posters; there are over 800 exhibits, and a large number of prizes awarded.

* * *

THAT plans are rapidly maturing for the production in Glasgow of the Scottish Churches' weekly newspaper, and that well-known business men are associated with the commercial side of the scheme.

* * *

THAT Mr. H. Wentworth James is among the well-known men in publicity who have been making a sojourn in the South of France.

* * *

THAT Messrs. Boots are opening up a considerable number of new cash chemists' shops, and Messrs. Woolworth are rapidly developing their stores in Lancashire and the North.

* * *

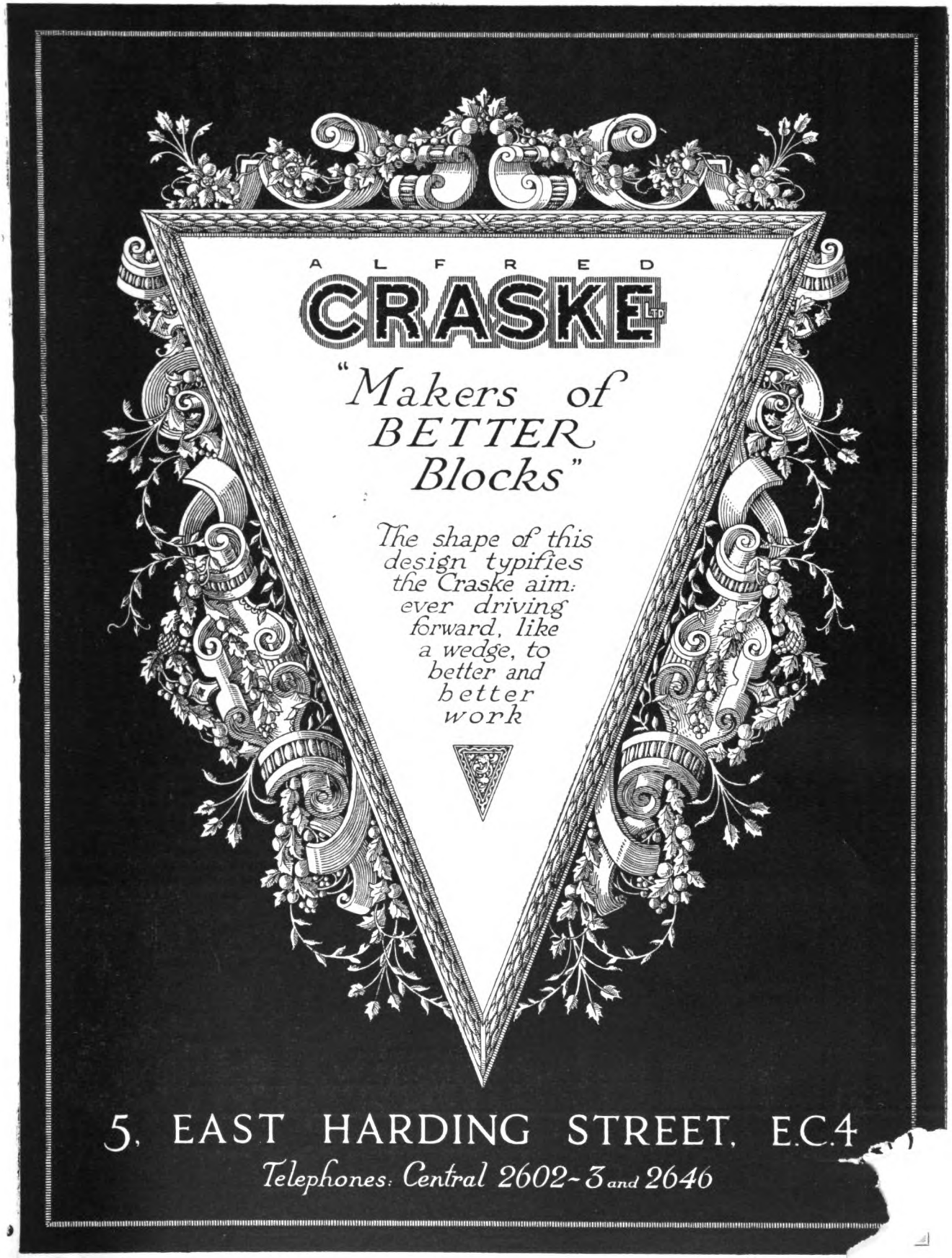
THAT Monomarks are becoming as freely advertised on the tops of official correspondence note-paper now as are the familiar telegraphic addresses and 'phone numbers.

* * *

THAT Mr. W. Buchanan Taylor is convalescing, after seven weeks' illness, at Amalfi among the flowers and sunshine.

Put Ideas in your campaign

It sells in the home


A L F R E D
CRASKE LTD
"Makers of BETTER Blocks"
The shape of this design typifies the Craske aim: ever driving forward, like a wedge, to better and better work
5, EAST HARDING STREET, E.C.4
Telephones: Central 2602-3 and 2646

'PERFECTOS'
No 2
VIRGINIA CIGARETTES

Distinguished by a superb delicacy, the result of a matchless blend of the finest Virginia Tobacco

10 for 10½d | 50 for 4/3
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM
Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.
FP4

THE PICCADILLY
IN THE CENTRE OF THE WORLD.

Private banqueting rooms accommodating from 6 to 200. Prices ranging from **7/6** per *cowert* including dancing and admission to the
"PICCADILLY REVELS."

All enquiries to THE MANAGER,
PICCADILLY HOTEL.
Regent 160

We Hear—

THAT the Mazawattee Tea Co., Ltd., have now re-issued the atlas which in pre-war days served as a very useful advertisement for them and which ran to a circulation large in numbers.

* * *

THAT Mr. N. Hills Patterson (President of Sunderland Chamber of Trade Council) has been asked to lecture on the comparative value of advertising systems.

* * *

THAT Mr. Frank Goldberg, governing director of the Goldberg Advertising Agency, Ltd.—an organisation established throughout Australia and New Zealand—will arrive in this country in April.

* * *

THAT Mr. W. T. Day in the course of his Indian tour had covered 3,000 miles up to the beginning of this month.

* * *

THAT Mr. W. W. J. Studd, the European Supervisor of Erwin, Wasey & Co., Ltd., recently gave an address to the American Club in Copenhagen on "On-the-Spot Export Advertising," and may repeat the lecture to the Copenhagen Advertising Club later.

* * *

THAT the Dublin City Commissioners are using the backs of the Dublin tram tickets to enlist the support of the citizens in their campaign for cleaner streets.

* * *

THAT Dr. Towne Mylander of the University of Princeton, U.S.A, who has been in Dublin speaking to the members of the Publicity Club of Ireland, astonished all by his wonderful knowledge of travel statistics.

* * *

THAT it is rumoured in Dublin that a revision of the tax on imported motors is likely soon and that British-made cars will probably be admitted free.

* * *

THAT Mr. W. H. Berridge, who has been associated with the Waring & Gillow advertising for the past eighteen years, has been appointed manager of the Winsley Press Agency in succession to Mr. C. D. Notley; and——

* * *

THAT the services of Mr. Wm. Hy. Beable have been retained by Messrs. Waring & Gillow, Ltd., as adviser on the advertising and selling policy of the firm. Mr. Beable will continue to carry out the investigation and reorganisation of businesses on which he has been recently employed as well as his literary work.

* * *

THAT Mr. J. C. Toohill's new book, "The Art of Advertisement Copy Writing," is causing quite a flutter in the literary dovecotes; and——

* * *

THAT Mr. Wilfred Whitten (John O'London) the well-known authority on King's English, devoted the whole of a recent editorial to a highly complimentary review of "this erudite little treatise."

EY A SPACE IN THE
EMPIRE NEWS
Mail-Order Medium that pulls-and pulls-and pulls

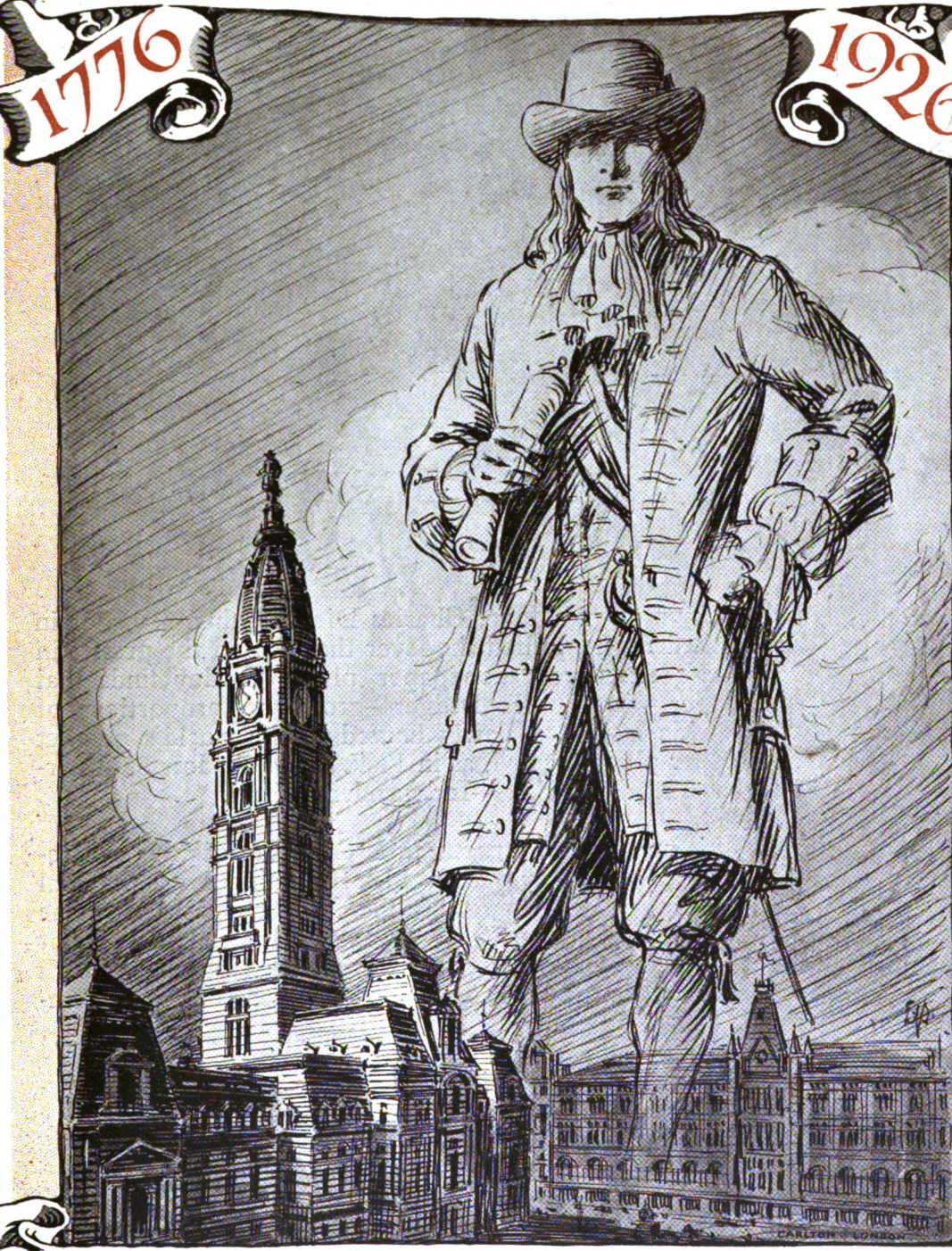
Supplement to The Advertiser's Weekly,
February 26, 1926

The
ADVERTISER'S WEEKLY

ON-TO-PHILADELPHIA

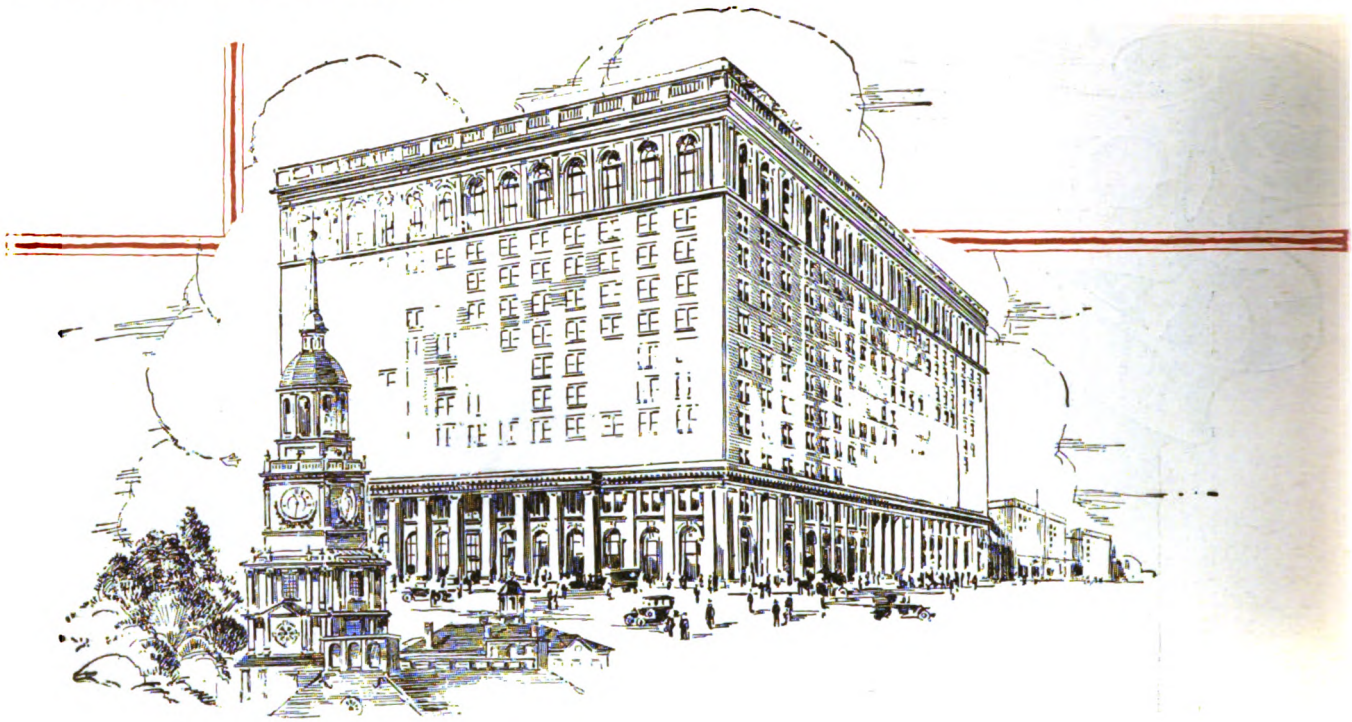
SUPPLEMENT

1776 1926



22nd ANNUAL CONVENTION

of the ASSOCIATED ADVERTISING CLUBS of the WORLD
at PHILADELPHIA - PENNSYLVANIA - U-S-A
JUNE 19-24th - 1926



A Great Newspaper ~ *Yesterday-Today and Tomorrow*

Fifty-nine years ago, Charles Dickens, then a visitor in the United States, pulled the lever that started the presses in America's first great newspaper plant. Today finds that newspaper—the Public Ledger—grown to proportions of world-wide influence, newly housed in the world's greatest newspaper plant, located, as in 1867, in the shadow of America's most sacred shrine,—Independence Hall.

This magnificent structure, its Georgian dignity and restraint in fine harmony with its historic setting, lends the final note of confirmation to the Public Ledger's position at the forefront of newspaperdom. In the ultimate perfection of its construction and equipment, it expresses, in terms of brick and mortar, journalistic ideals long eloquent in accomplishment.

The Public Ledger, in its new home, salutes the countrymen of Charles Dickens.

PUBLIC LEDGER

AND

NORTH AMERICAN

MORNING—EVENING—SUNDAY

PHILADELPHIA



Mr. W. F. Kendrick (Mayor of Philadelphia)

Sesquicentennial International Exposition

CELEBRATING ONE HUNDRED AND FIFTY YEARS OF AMERICAN INDEPENDENCE

Philadelphia, 1926

To the British Members of the Associated Advertising Clubs of the World:

I have been informed of your interest in the Sesquicentennial International Exposition to be held in Philadelphia in 1926, and of the annual convention which will occur here during that time.

It is my extreme pleasure to offer to you on behalf of the citizens of Philadelphia the assurance of a most cordial welcome. We are gratified at your intention to co-operate with us in the success of the Exposition.

I have already been afforded the opportunity of inviting representatives of other industries and professions of your great nation to Philadelphia in 1926, and it is with the utmost gratification that I now have the opportunity of extending this invitation to you who represent one of the vital and necessary professions that serve the needs of civilisation.

The eyes of the world will be focussed on the Exposition in Philadelphia next year, and as Mayor of Philadelphia and president of the Sesquicentennial Exhibition Association, it is my great wish that you may be able to join us.

Very truly yours,

W. FREELAND KENDRICK,

President, Sesquicentennial Exhibition Association.

The British Delegation to Philadelphia

Hospitable Welcomes Arranged—Important Dates—Cutting Down the Cost of Transatlantic Travel

THE plans for the British Deleg a-tion to Philadelphia in June are now announced. The steamer *Berengaria*, the largest of the Cunard fleet, which sails on June 12 from Southampton, has been selected as the principal official ship, while for those who prefer a cabin steamer there is the U.S. Lines' fine cabin steamer *America*, sailing on June 9. A novelty in Convention travel to America this year is the special arrangement which is offered to those, especially juniors, to whom the cost of transatlantic travel appears to be prohibitive. Tourists' Third Cabin travel, which is largely used by University Students and young American business people, will be avilable for delegates to Philadelphia if a sufficient number of bookings are obtained.

If there are fifty or more Third Tourist passages guaranteed by the *Berengaria* from the advertising profession for the sailing of June 12, the Cunard Company have announced their willingness to fit a section of the third class specially as Tourist Third Cabin, and the return fare by this way will be £35. The return passage will be made by the *Caronia* or the *Andania*. It must not be overlooked by those intending to travel that the end of June and the beginning of July is at the height of the Atlantic travel season, and consequently it is imperative that return accommodation should be booked at the same time as the outward booking. Otherwise the traveller may find himself stranded for several weeks in New York without a chance of a ship to come back by.

On arrival in New York delegates will find accommodation reserved at the Commodore Hotel, and similarly there will be reserved accommodation at Philadelphia. The University of Pennsylvania has made a particularly hospitable offer to accommodate delegates. It will throw open its dormitories for the housing of gentlemen delegates at a very low rate.

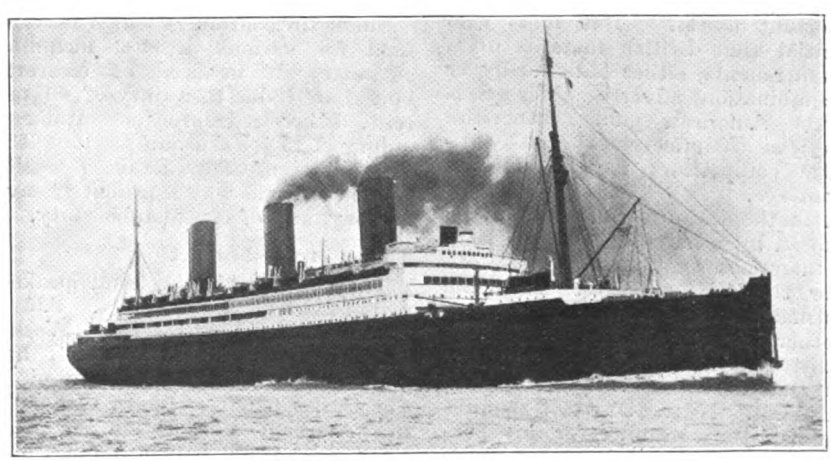
Those who intend to go to Philadelphia must register with the Secretary of the Advertising Association, Sentinel House, Southampton Row, London, W.C.1.

The latest date for registration is May 22, 1926, but for the Tourist Third Cabin accommodation it is essential that the Secretary of the Association should be informed by March 15 of the number of people likely to travel third in order that the Cunard Company may be advised.

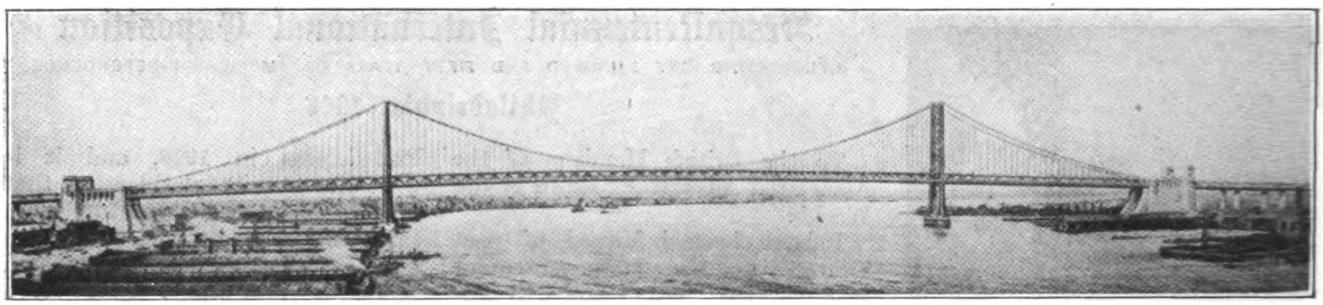
The Convention meetings will be held in the University of Pennsylvania, and its main theme will be "Advertising—the Stabiliser of Prosperity."

The hosts at the Convention will be the Poor Richard Club of Philadelphia, assisted by the Women's Advertising

(*Contd. on page v, column 3*)



The Cunarder Berengaria, the official Convention ship



The Delaware Bridge, the world's longest suspension bridge. Its main span is 1,750 feet long, the river being 2,800 feet wide and the length of the bridge is 1.81 miles. This great bridge is symbolical of the work done at the Conventions of the A.A.C. of W., by which the ideas of advertising men pass from one side of the profession to the other

Advertising British Goods in U.S.A.

Practical Ideas on Campaigns and Marketing—Some Tariff Tips—Methods that have Succeeded

By H. Russell Amory, *Secretary American Chamber of Commerce in London, Inc.*

THE limits of this short article prevent any detailed treatment of this important subject. The space available will best be utilised in giving from my own experience a few hints for the benefit of British advertisers in the U.S.A., adding instances of what has already been accomplished by energetic and intelligent advertising campaigns directly resulting in a real demand for British goods in the U.S. markets.

Let us look for a moment at the figures of British exports to the United States :

June, 1921–22	£67,361,809
June, 1922–23	96,263,736
June, 1923–24	77,500,000
June, 1924–25	85,806,451

Purchasing Power

It will be seen that, in spite of the tariff, large quantities of British exports are purchased annually in the United States. The value amounts to £286,000 every working day in the year. Can these figures be increased, and, if so, how? The constantly growing population and enhanced purchasing power of the American public, and the high esteem in which British products are held, are two important assets. But it is also essential that British manufacturers and merchants, either individually or in combination, advertise their goods to the American public, otherwise American manufacturers and continental competitors have a decided advantage.

A methodical procedure should be followed by a manufacturer or group of manufacturers who propose to enter the U.S. markets. Reliable information must be obtained as to whether, by using the right methods of distribution and advertising, there is a reasonable possibility of creating a demand. Next, the exact requirements of the consumer for any particular article should be ascertained. For instance, woollen jumpers bought by American women measure four inches only from neck to shoulders, while seven inches is customary over here. A close-fitting article is required in America, therefore many different sizes must be provided. Ignorance of, or neglect to comply with, such details may spell the difference between success and failure.

Consider the U.S. as a group of markets. Divide the population into units, and analyse carefully the purchasing power of the various parts of the country. Then select your various distribution centres. Choose the advertising media which will most effectively appeal to that particular section of the public who will logically become the actual consumers.

Now as to the actual shipment of goods. Take the greatest care in complying with Consular and Customs requirements. For example, a shipment of footballs, if invoiced as footballs, is subject to a duty of 30 per cent. *ad valorem*. However, if the leather covers and the rubber bladders are invoiced and shipped as separate articles, the leather covers are assessed at 20 per cent. and the rubber bladders at 25 per cent.

Small tin containers which may be used for various articles, including cigarettes, if invoiced as cigarette boxes, are liable to a duty of 60 per cent. If invoiced simply as containers, a duty of 25 per cent. only is imposed. Knowledge of such details is easily obtainable, and may legitimately save the payment of considerable duty.

Those in the Market

The Amplion Wireless Loud Speaker, manufactured by Messrs. Alfred Graham and Co., St. Andrew's Works, Crofton Park, London, S.E.4, has been very successfully advertised in the U.S. The associated company, the Amplion Corporation of New York, uses trade papers mainly, and to a certain extent the daily Press. The advertising allocation has amounted to a very small proportion of the net turnover, yet the entire territory of the United States has been covered, and it has been found necessary to start manufacturing loud speakers in New York to cope with the ever-increasing demand.

The Derwent Mills, Ltd., have recently started a big campaign in the United States, advertising "Furida" imported Angora yarn. The particular medium selected has been the *Dry Goods Economist* group and other women's fashion magazines.

Among other articles which have been successfully advertised in the U.S. may be mentioned Lea and Perrins' sauce, Old Bleach linens, Silver King golf balls, Dunhill pipes, Tan Sad products and Scotch-made ginghams and shirtings. The daily and Sunday papers, trade papers, magazines, fashion papers, posters, illuminated signs, street car signs, and various other media are selected according to the article offered.

These British-made products are all popular, and in great demand. But continuous advertising and, at times, special campaigns are necessary to maintain and increase sales in this highly competitive market.

Co-operative Campaigns

Even more suitable to the vast area of the United States are advertising campaigns by British associations on behalf of groups of manufacturers or producers, such as the big campaign of the Irish Linen Association in 1919–21. The Scottish Woollen Trade Mark Association, backed by 27 Lowland Scottish manufacturers, has increased the exports of Scotch tweeds to the United States from $28,231 in 1919 to $3,375,527 in 1923. A delegation of the Association visited the United States in early 1922. Its members were entertained by public officials, chambers of commerce, and leading merchants. The

objects and activities of the delegation were widely chronicled in the daily Press. The trade papers and journals were subsequently used for a series of advertising campaigns on behalf of branded Scotch tweeds. In consequence, the Scottish woollen trade is now working at full blast to meet the American demand, and the American consumption alone is already more than half the home trade on which the industry previously existed.

The Tea Campaign

The two visits of Sir Charles Higham to the U.S. on behalf of the India Tea Growers are well known. On each of his visits in 1924 and 1925 speeches were made before various important associations. Hundreds of thousands of prospective tea drinkers heard his radio talk on "India Tea and How to Make It" delivered from Chicago. Over 500 columns of free Press publicity were given by the newspapers to India tea and its uses. As a result of all this publicity, the big tea companies report a very satisfactory increase in the percentage of sales.

The use of crepe soles by the Australian Davis Cup team in America in 1922 aroused public interest in this article, but many unsatisfactory imitations were subsequently placed on the market. Mr. G. R. Crowther, Propaganda Secretary of the Rubber Growers' Association, spent several months in America in 1924 and 1925 organising and directing advertising campaigns. In co-operation with the Dorland Agency, the principal cities and adjacent territories were covered. These territories represent 76 million people, and 87 per cent. of the total number of incomes in the U.S. of over $1,000.

Rubber Sales

The rubber importers quickly grasped the advantage of advertising sole crepe to the shoe trade in the trade papers; to interest the consumer the daily and particularly the Sunday newspapers were used in the more important districts, and in the less populous parts the *Saturday Evening Post* was the medium chosen. All the advertising was synchronised and carried out in co-operation with the Rubber Growers' Association. The advertisements of the Association were intended to stress the properties and qualities of the crepe, rather than to sell the actual article. The exhibits of British-made shoes with crepe soles at the Chicago and Boston Exhibitions in 1924 and 1925 had a marked success. Propaganda literature was distributed in great quantities.

It was estimated that the 1925 consumption of crepe soles would prove to be treble that of 1924, and even more satisfactory results are anticipated in 1926.

The American Chamber of Commerce in London, working to promote the interests of Anglo-American merchants and manufacturers, has at hand a great deal of valuable information of use to the prospective exporter. Market reports on the possibilities of introducing a certain line or a particular product in the United States markets are prepared, first-hand information being obtainable through our various connections in the United States. If a manufacturer proposes to sell to American departmental stores, he could to advantage consult firms on this side who make a speciality of buying for them.

There are a number of such firms in London whose names will gladly be supplied by this Chamber of Commerce. These firms have a large amount of technical and useful data in their files, and are in a position materially to assist the prospective exporter.

The Best will Do

British manufacturers will do well to bear in mind that the handicap of depreciated currencies does not exist in the American markets. The best is none too good for the well-to-do American consumer, and the question of price is of secondary consideration. Cheaper lines cannot compete in America, but a big demand exists for imported goods of high quality. At the same time, no matter how excellent the article may be, well-organised advertising is imperative to ensure its success.

THE BRITISH DELEGATION

(contd. from p. iii)

Club and the Junior Advertising Club of Philadelphia. The beautiful new club house of the Poor Richard Club will be open to registered delegates attending the Convention.

The British delegates are invited by Messrs. Wanamaker to travel from New York to Philadelphia by motor-car as the guests of the firm, in order that they may have a better opportunity of seeing the country, and a further invitation to them has been extended for the week-end after the Convention by Mr. John McEntee Bowman, president of the West Chester Country Club, to visit the club as his guests.

This club house is one of the finest in the world and was only opened a few weeks ago at a special function which was attended by Mr. C. K. Woodbridge, the President of the A.A.C. of W.; and many other leaders of advertising. The British delegation during their visit will have the opportunity of presenting to the club the picture of the grant of the Charter to William Penn by Charles II., which Sir Charles Higham has asked the Poor Richards to accept for the permanent adornment of their new home. A reproduction of the picture appears on page xiii of this Supplement.



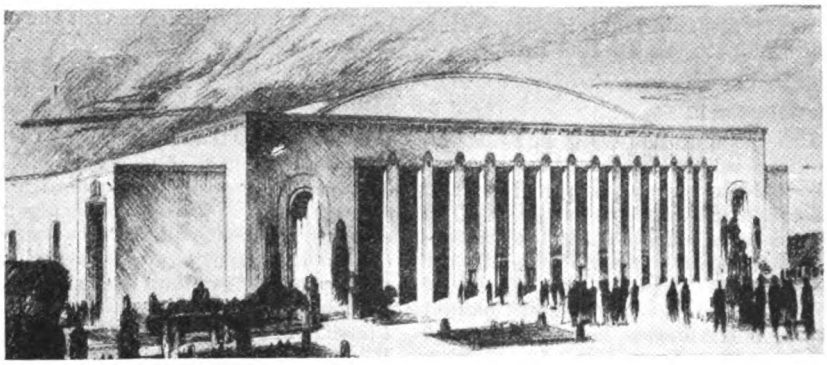
The City Hall, Philadelphia. The largest single building in America, occupying an area of 4½ acres, with a tower 547 feet high. The figure surmounting the tower is that of William Penn, who under a land grant of Charles II. founded Pennsylvania, of which State Philadelphia is the chief city

The Story of the Sesquicentennial Exposition

"A Representative of Contemporary Things"—Advertising Opportunity for International Industry—50,000,000 Attendance Expected

By Our Special Commissioner

AN opportunity for the advertising men of the world to create for themselves new markets and establish new contacts world-wide in scope, is offered at the Sesquicentennial International Exposition to be held in Philadelphia in 1926.



Striking design for one of the great palaces at the Exposition

The Exposition, which is being held to commemorate the 150th anniversary of the birth of American freedom, is bringing together the exhibits of manufacturers whose products are known throughout the world. Advertisers in America are keenly interested in it, and are making ready representative exhibits of their own. The convention of the Associated Advertising Clubs of the World will be held in Philadelphia in 1926 because of the presence of the Exposition.

The Sesquicentennial enterprise is bringing responses from manufacturers in all countries, and a display of products of every kind is certain. It will be the first time since the World War that international industry has had an opportunity to put its products before the eyes of a vast number of people in an adequate manner. The great chance open to the advertising profession is obvious.

The city is ideally situated for such an undertaking. The centre of a densely populated area, it can attract an assured attendance of nearly 50,000,000 people during the six months of its run. It is easily accessible by rail and water from all over the world. City transportation facilities are more than adequate. It has an exposition site of approximately 2,000 acres that is unexcelled. Several thousand men are now at work there, grading and filling, constructing huge exhibition palaces and artificial waterways, that all may be ready by June 1, the opening date.

A long list of foreign countries, officially or by industrial representation, have signified their intention to participate. American industry is whole-heartedly behind the project. The Sesquicentennial celebration will be of such magnitude as to be looked upon as a milestone in the history of international industrial exhibitions.

It will be modern. It will be a representation of contemporary things. The progress of the world over the last 50 years will be stressed, but it is the present stage in the advance of civilisation that will receive the greatest consideration. The great pace that industry has set since the close of the war in its efforts to excel in the arts of peace will be emphasised. Steel will be presented not as a sword, but as a ploughshare. Aircraft will soar to quicken communication.

Buildings and Villages

The exhibits will be of the utmost variety and interest. A reproduction of the Taj Mahal, a building of world-famous beauty, will be erected as a pavilion for the display of the rare products of India. Rumanian and Polish villages will be built by those countries, portraying the daily life of the people. The powerful pistons of turbine, Diesel, steam and stationary engines will throb in their exhibition space like the giant heartbeats of industry. Everything pertaining to the great basic industry of steel will have representation.

Manufactures of all kinds will be represented; every branch of the science of agriculture and the world-wide industries allied to it that are employed in the feeding of the human race; and exhaustive display of the equipment, processes and products of the liberal arts; an all-inclusive programme of sports, national and international; music, drama, pageantry, art, industry, commerce, education and amusement, aviation, radio and science, domestic, social, economic and abstract will have a representative place and be an integral part of the Exposition.

There will be unique displays. A Palace of Fashion will be erected. It will have available nearly 882,000 square feet of exhibition space. Here will be installed a comprehensive exhibition of textiles and wearing apparel. It will be supplemented by a pageant of fashion drawn from all countries in all ages, and this pageant will be enacted daily on a revolving stage in the palace, surrounded by an amphitheatre seating 10,000 persons.

The Sesquicentennial will be a great market as well. It will exchange ideas. It will bring before millions of people things that are new, things that they want to know, and in doing this will at the same time provide entertainment.

Space and Finance

The amount of exhibition space available will be approximately 1,500,000 sq. ft., or half as much again as that of the Paris Exposition of 1900. There will be plenty of space for the erection of pavilions and special exhibit buildings, more than twenty of which are planned.

The City of Philadelphia has already devoted $6,500,000 to the project. It is ready to vote additional appropriations to ensure success to the Exposition. The people of Philadelphia, with admirable civic pride, have over-subscribed a $3,000,000 participation certificate issue to aid in the financing of the undertaking.

The Federal Government has endorsed the Exposition, created a Federal Commission, and through the President of the United States sent forth invitations to all nations of the world to join in the celebration.

The Exposition will formally open on June 1, 1926. It will terminate December 1, 1926. Within this period of time Philadelphia will be the centre of the world's activities, and afterwards, an inspiring memory.

A foreword introducing *Advertising Headquarters*

to those British advertising men who will attend the conference of the Associated Advertising Clubs of the World in Philadelphia next June

THE advertising agency of N. W. Ayer & Son, Philadelphia, was established in 1869 by F. Wayland Ayer, who named the business in honor of his father. The title, Advertising Headquarters, was conferred by our friends who referred to us in this manner so persistently that we capitulated and accepted the nomination.

Mr. Ayer's experience as an agent early convinced him there was great need for resolute, constructive changes in agency practice if advertising was ever to become more than a space-jobbing business. His first challenge to his contemporaries was the inauguration of the open contract, whereby the advertiser is not committed to any specified expenditure.

Fifty-six years have passed. Advertising has solidified, taken form, acquired substance, become a magnitude. From a handful of sincere men, imbued with their chief's vision, N. W. Ayer & Son, constantly pioneering for greater craftsmanship, has become a close-knit organization of over five hundred workers who have learned that gain is the corollary of giving.

A respected competitor has been reported as saying, "The trail of practically every progressive method in advertising leads from the doors of N. W. Ayer & Son."

This agency was the first to establish a Copy Department—trained writers with the minds of salesmen; the first to operate its own Printing Department —a shop devoted exclusively to advertising typography. Our Plans Department was a pioneer step in the scientific study of a client's advertising needs and the preparation of a plan based on known merchandise and publicity factors. This was the first agency to establish branches paralleling the nation's market centers; we pioneered in the merchandising of advertising as a means for securing distribution.

If you find time while in our city to explore advertising trails, you will be cordially welcomed by

N. W. AYER & SON



ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO

Off to Phi



Go by C

adelphia

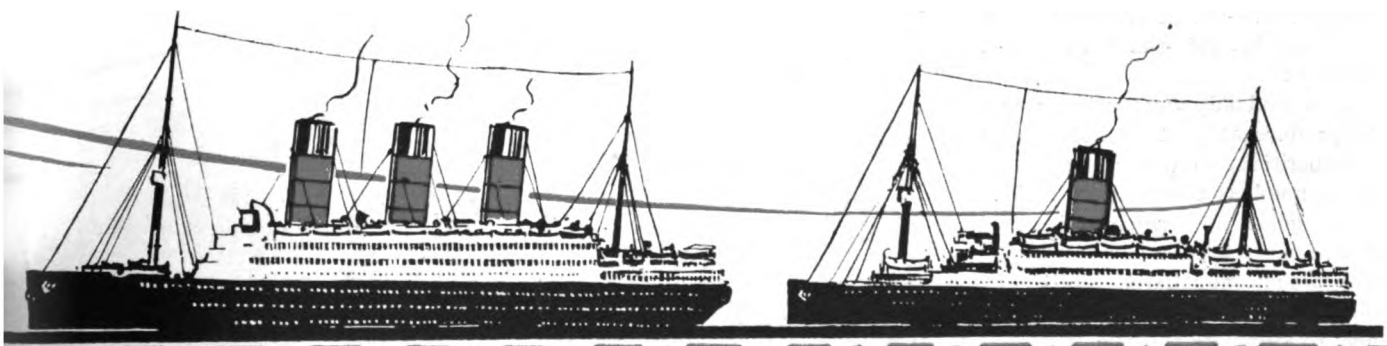
ERENGARIA

OFFICIAL SHIP OF THE BRITISH DELEGATION

FROM	*DUE*
UTHAMPTON	NEW YORK
UNE 12th	**JUNE 18th**

CAMERONIA

FROM	*DUE*
SOUTHAMPTON	NEW YORK
JUNE 5th	**JUNE 13th**



UNARD

Put Philadelphia Next Door to London

Some Facts about the Conference City and Some Facts that City Ought to Know—A Suggestion to the British Delegation

By Tarleton Winchester, *Director, United States Lines*

THE Wembley Convention did a great thing in advertising the advertising business to the British Public. But an even more important step was taken at Harrogate, when leading men of the manufacturing world and the advertising world took off their coats and really got together for the first time to explore what they should do *in co-operation* to stimulate production in England and sales at home and abroad.

My friend Mr. C. K. Woodbridge told me (as he also stated in print) that these manufacturers' sessions were a stroke of genius, and that in this regard British advertising men in their *first* Convention led the way for their American colleagues who have passed their *twenty-first* year of conventions. This is an indication of what British advertising experts are bound to accomplish in the great task that lies ahead.

Stimulating Sales

That task is not only to sell British goods to the buying public at home and abroad, but to sell to the British producing public—the individual worker himself and herself—the fundamental idea that:

The one and only way to win through is to produce at least as much goods as competition, to produce goods at least as good as competition, and to produce goods at a price at least as low as competition.

The Sesquicentennial Exhibition at Philadelphia will give you an opportunity to stimulate the sale of British goods in America. But it will also give you an opportunity to study conditions at first hand in a country where the truth seems to have been learned—(and is being demonstrated every day)—that *the more work a man does the more money he will make and the more work there will be still for him and other men to do.*

As advertising men you will not keep what you see to yourself. You will "Tell England" and keep on telling until the lesson strikes home. You will surely find the way to get the story to those it should reach, and having found the appropriation and started the campaign to "Buy British Goods," the next step will be to go and do likewise for the parallel campaign directed at those most concerned to "Produce more British Goods to Buy."

Do you wonder then at the desire to see the largest possible number of British men and women (manufacturers and their superintendents as well as advertising men and their assistants) go to Philadelphia next June?

I was born in Baltimore, a sort of sister-city to Philadelphia, so I may be able to give you some idea of the place to which you are going.

Of course, you will see "Independence Hall" where the "Declaration of Independence" was signed, but the town has grown since then.

As late as 1900 the population was 1,293,000. It is now 2,100,000 or nearly double.

The assessed valuation of taxable property in 1902 was in round figures $229,000,000. It is now $2,750,000,000.

In 1900 the total banking resources were $584,000,000. They are now $2,100,000,000.

In 1900 the exports of the city amounted to $48,000,000. For ten recent months alone the figure was $87,000,000.

In 1901 there were 856 miles of paved streets. There are now 1,718 miles.

And the Philadelphians will tell you that the next 25 years will show even greater progress than the last 25.

Yet Philadelphia is a charming city—quiet and beautiful in its residential areas—a city not only proud, but well qualified to be your hostess.



Market Street, Philadelphia, is generally regarded as the central highway of the city. It has grown and changed from this quaint, old-fashioned looking street—which was its appearance a few years ago

COMFORT • COURTESY • SAFETY • SPEED

We're off to Philadelphia in the morning



Here we go, up the gangway, and "In America" the moment we step aboard the good ship

AMERICA

officially selected as the only "Cabin" Steamer for the British Delegation.

S.S. America, 21,144 tons, the World's largest cabin steamer sailing June 9, Southampton to New York Fare **£31**

"CABIN" passengers have the "Run of the Ship" and the benefit of the America's former first-class accommodation, deck space and public rooms, at a rate about the same as 2nd Class (On ships carrying 1st, 2nd and 3rd Class) with which Cabin class must not be confused.

UNITED STATES LINES

Mr. C. T. SPEDDING has been specially assigned to give personal attention to all enquiries—14, Lower Regent Street, S.W.1. *Telephone: Gerrard 5820.*

COMFORT • COURTESY • SAFETY • SPEED

I come now to another suggestion which I would place before you, with due apology for the fact that I am in the business of transporting people across the Atlantic Ocean.

It is this : at Christmas time a well-known newspaper published a special Travel Issue of its Paris Edition. Every conceivable place on the Continent and elsewhere was given due prominence in both free and paid space.

Only two countries were not even mentioned—Russia and England.

The thought I wish to place before you is that England gets either no advertising or else the wrong kind.

The travelling public has for years been allowed—even encouraged—to believe that the words "Fog" and "London" are synonymous.

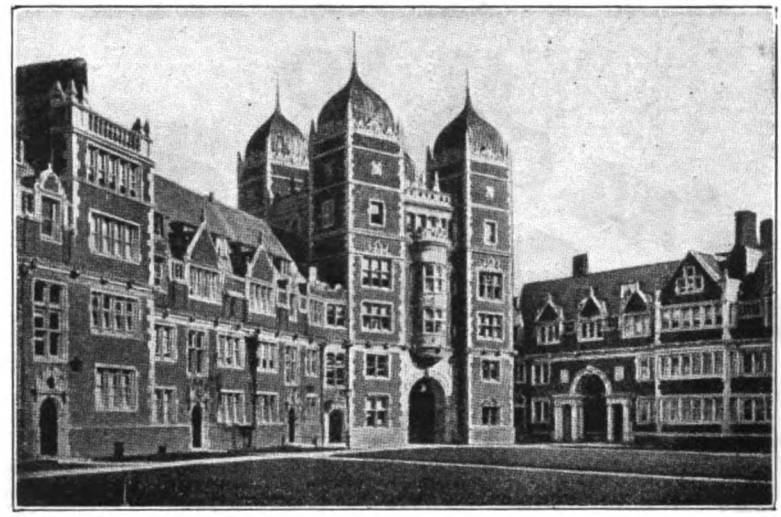
The restrictions and early closing laws have been widely made known—perhaps by competing countries—perhaps also by visitors who tried *once* a few years ago—and have not come back.

Have they been told what London and England offer to-day ?

Do they know that no City in the World is so gay or offers such a panorama of interesting events as London in the season ?

Or that May in England is usually the most beautiful month anywhere ?

They do not. Because there is no *organised* method of telling them. No big, influentially managed campaign urging them to come to England and *telling them, day in and day out, why they should do so.*



Pennsylvania University Buildings where accommodation for registered British delegates will be reserved at specially low rates by the kindness of the University authorities

This can not be done in a small way. There is no room for jealousies. But it is a thing that can and should be tackled by the advertising men of this country, backed by the business men.

They should begin to spread the gospel by means of organised publicity at Philadelphia.

If they do this as well as they have done and are doing everything else they take hold of, a large share of the £120,000,000 spent by Americans abroad each year will find its way into English coffers.

I hope the Delegation to Philadelphia will find time to appoint a "Come to England" Committee, and that that Committee will arm itself with facts and figures as to what the American visitor can and should do and when he should do it; what entertainment will be available and how the visitor can "get in on" what is going on.

It is not necessary to give any suggestions as to how to secure the widest possible distribution of these facts to the American Public. The Committee will know how best to do that, but the main point is to get started as soon as possible with the formation of an organised and consistent Publicity Campaign to encourage visitors to the British Isles.

I believe a Special Committee within District 14 should get to work immediately to prepare the way. If I can help I will be only too glad.



Another street scene that Philadelphia thought "busy" in the days when the A.A.C. of W. was very young. The 1926 Convention delegates will find a very different air of busy-ness in the Philadelphia of to-day

SOME FAMOUS "FIRSTS" OF PHILADELPHIA

1685.—First almanac printed in the Colonies : *America's Messenger.*
1718.—First American-made printing-press.
1728.—First weekly newspaper : The *Universal Instructor.*
1741.—First American magazine.
1784.—First daily newspaper : *Pennsylvania Packet and Daily Advertiser.*
1796.—First type foundry.
1802.—First juvenile magazine.
1804.—First printing-ink works.
1819.—First American lithograph.
1840.—First general advertising agency.
1880.—First etched newspaper illustration.
1891.—First perfected half-tone screen.
1913.—First newspaper advertising campaign for church attendance.

Philadelphia—1926 and 1681

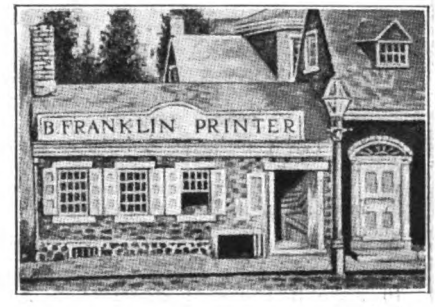


The heart of Philadelphia seen from the air. America's third greatest city, whose name means the City of Brotherly Love, is preparing a great reception for all the delegates to the 21st Annual Convention of the Associated Advertising Clubs of the World

The Foundation of Pennsylvania



The picture of William Penn receiving the Charter of Pennsylvania from Charles II., which Sir Charles Higham is presenting to the Poor Richard Club of Philadelphia through the British Delegation to the A.A.C. of W. Convention in June. The picture will be handed to the British Delegation, on behalf of Sir Charles Higham, by Mr. W. S. Crawford during the Blackpool Convention in May. The picture was painted by Mr. Allan Stewart, and was exhibited at the Royal Academy in 1913



The printing shop of Benjamin Franklin as it looked nearly two centuries ago when it stood in Second Street, Philadelphia

Philadelphia Convention, June 19—24, 1926

Facts and Figures About Philadelphia

From Mr. John Wanamaker's "Friendly Guide Book"

PHILADELPHIA is now the third largest city in the United States and the ninth largest in the world. It was founded as a city by William Penn, in 1683.

* * *

Philadelphia to-day exceeds the combined population of six states: Arizona, Delaware, Idaho, Montana, Nevada and Wyoming. The total area of these states is over 552,000 square miles.

* * *

Philadelphia has an area of 129½ square miles, greater than the combined areas of Boston, Cleveland and Baltimore.

* * *

Philadelphia is increasing in population at the rate of 30,000 a year, approximately 82 persons each 24 hours, or 575 each week.

* * *

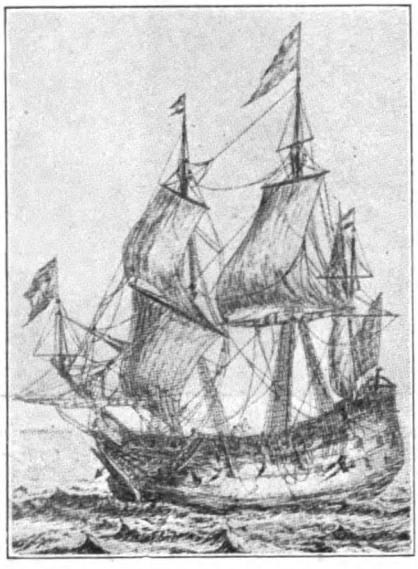
There is a birth every 12 minutes, a death every 20 minutes, and a marriage every 40 minutes, within the city limits.

* * *

Philadelphia is one of the leading manufacturing cities of the world. With but one-sixtieth of the population, one-twenty-seventh of all the goods produced in the United States are made in Philadelphia.

* * *

With all of its present industrial activity, Philadelphia is much less than 50 per cent. developed. There is plenty of room within the city limits to meet the demands for many years, in spite of the fact that Philadelphia has some 400,000 buildings—more buildings than any city in the United States.



A ship of the period at which William Penn sailed for America in the "Welcome" to found the state of Pennsylvania

Philadelphia is pre-eminent in the production of textiles, carpets and rugs, hosiery and knit goods, locomotives, street railway cars, iron and steel ship building, felt hats, saws, upholstery goods, oilcloth and many other manufactured articles.

* * *

One thousand cigars are made in Philadelphia each minute of the working day, and during each second Philadelphia produces 12 loaves of bread, 10 pairs of stockings, 1 steel saw, 1 man's hat, 50 newspapers and a half yard of carpet. Every hour sees a new trolley car finished and every 2½ hours a new locomotive is ready for service.

* * *

The 8379 Philadelphia establishments manufactured 211 of the 264 articles covered by the census of classifications, indicating the great diversity of the industrial activities of the city.

* * *

Only six states, including Pennsylvania, have a greater number of skilled wage-earners, or manufacture products of greater value, than the city of Philadelphia.

* * *

Philadelphia produces annually among other things 45 million yards of carpet, 54 million yards of worsted, 12 million dozen pairs of hose and half hose, 2 million dozen pieces of underwear, 5 million hats, 180 million yards of cotton piece goods, and 28 million yards of woollen goods.

* * *

The American University of Trade and Applied Commerce, which is an integral part of the Wanamaker organisation, was chartered by the courts of Philadelphia in 1908.

Out Monday Next!

Your Last Chance to obtain the "Advertiser's Annual" at the low pre-publication price.

Post the Coupon NOW

The ADVERTISER'S ANNUAL and CONVENTION YEAR BOOK, 1925-26, is published next Monday. This is therefore your last chance to obtain this Greatest of British Advertising Reference Books at the special low pre-publication price.

100,000 Facts.

At a rough estimate this issue of the ANNUAL will, at a moment's notice, provide you with an exact and up-to-date answer to any one of at least 100,000 advertising queries.

59 Features.

In compiling the ANNUAL our object was to make it the most comprehensive, the most accurate, the most up-to-date and the most *usable* British Advertising Reference Book ever published. It is for you to judge if we have succeeded. In this handsomely produced volume of 492 pages, containing 59 separate features, you have more than twelve months' labour on the part of a staff of special Editors, new articles by well-known specialists, 1,700 separate items of market data, and more than 25,000 directory details compiled from 14,000 individual questionnaires.

Four Books in One.

These figures give just a hint of the book's contents and value. It is really four books in one. The first section alone contains 22 chapters, the last section contains Convention Reports and Lectures in 60,000 words, and there are two other sections, a complete Advertising Directory and a Market Survey and Research Section.

All Advertising Interests.

This issue of the ANNUAL is the one essential reference book of all British advertising interests. Make quite sure of your copy by ordering it now at the special low price.

The Advertiser's Weekly,
66-67, Shoe Lane, London, E.C.4.

FILL IN AND POST THIS COUPON NOW

FINAL PRE-PUBLICATION COUPON.

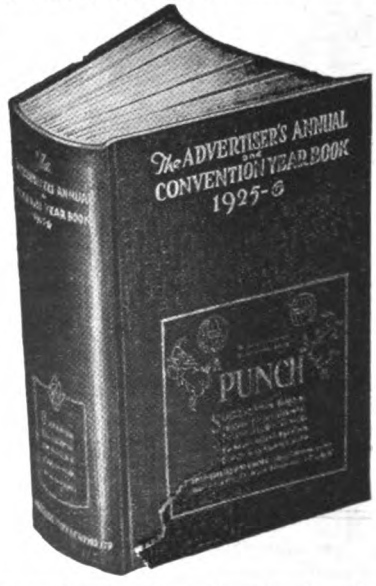
To "Advertiser's Weekly,"
66-67, Shoe Lane, London, E.C.4.

Please send.....copies of "The Advertiser's Annual and Convention Year Book, 1925-26." Invoice the undersigned at the special pre-publication price of 15s. per copy, post free.

Name.....

Address.....

....





THE CITY HALL, PHILADELPHIA, U.S.A.

Seat of municipal government of America's third largest city. It is to-day the largest single building in America and its total cost has exceeded $24,000,000. It occupies an area of approximately 4½ acres; height of tower, 547 feet. The clock face is 361 feet above the pavement and has a diameter of 26 feet. There are 662 rooms in the building, giving a floor area exceeding 14½ acres. The figure surmounting the tower is that of William Penn, who, under a land grant of King Charles II. of Great Britain, founded Pennsylvania, of which State Philadelphia is the chief city. The building on the right is the terminal of the Pennsylvania Railroad.

A Great American Daily.

Philadelphia, the third largest city in the United States, is proud of its foremost newspaper—*The Bulletin*. With a daily circulation exceeding half-a-million copies, it goes each day into nearly every home in Philadelphia and vicinity. Its character and tone are of the highest and its name is a household word in this, the sixth largest city in the world. Philadelphia, more than any American city, still shows the English influence; it was one of the first colonies, and is to-day the home of many who, by emigration or as descendants, have ties that bind them to the Motherland. Few of the world's markets offer so attractive an opportunity for profitable business to English concerns as does America's third largest city—Philadelphia. Net paid average circulation for twelve months ending December 31, 1925, was 524,662 copies a day.

THE CIRCULATION OF "THE PHILADELPHIA BULLETIN" IS ONE OF THE LARGEST IN THE UNITED STATES.

Would You Like Representation in U.S.A.?

Many a manufacturer needs representation in America or throughout the World; needs to acquire entrée to responsible and progressive business firms, and to homes of comfort and culture.

An Advertisement in

THE CHRISTIAN SCIENCE MONITOR

Published in Boston, U.S.A.

will carry your message into each of the forty-eight States of the United States of America, as well as to sixty British cities and towns, and clear around the world.

European Advertising Offices

LONDON: 2, Adelphi Terrace
PARIS: 56, Rue du Faubourg Saint-Honoré
FLORENCE: 11, Via Magenta

An International Daily Newspaper publishing SELECTED ADVERTISING.

Printed for the Proprietors by ODHAMS PRESS LTD., Long Acre, London, W.C.2, and published by the Proprietors at Bangor House, 66, Shoe Lane, E.C.4.—February 26, 1926. 'Phone: Central 9761.

Advertiser's Weekly
Friday, March 5, 1926

OCT 7 1928

MONTHLY POSTER SUPPLEMENT

The Advertiser's Weekly

4D A COPY
20/- a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



Some of the largest Advertising Contracts being placed to-day are going to "John Bull."

In the time-honoured words of "Grape Nuts" —*"There's a Reason."*

JOHN BULL

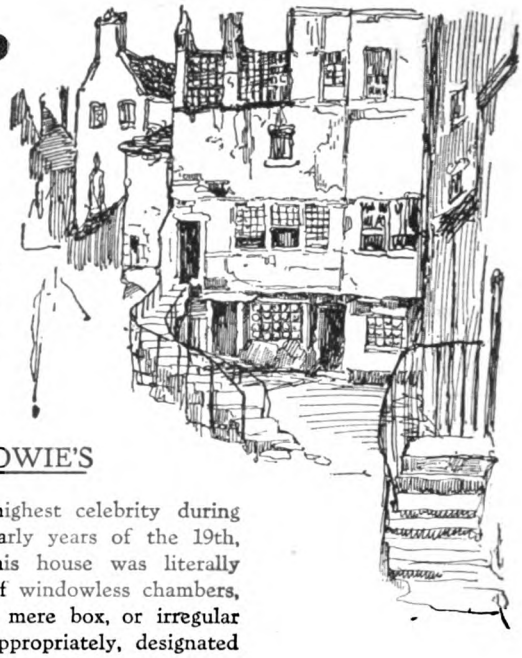
OVER A MILLION CERTIFIED SALE

PHILIP EMANUEL, *Advertisement Director*,
ODHAMS PRESS Ltd.,
57-59, Long Acre, London, W.C.2.

A BUSINESS WITH 100,000 CUSTOMERS EVERY DAY

'HOWFFS'

OF SCOTLAND'S CAPITAL IN THE EIGHTEENTH CENTURY



No. 3.—JOHN DOWIE'S

In Libberton's Wynd, enjoyed the highest celebrity during the latter years of the 18th, and early years of the 19th, century. A great proportion of this house was literally without light, consisting of a series of windowless chambers, decreasing in size till the last was a mere box, or irregular oblong figure, jocularly, but not inappropriately, designated the COFFIN. Besides these, there were but two rooms possessing light, and as that came from a deep, narrow alley, it was light little more than in name. Hither, nevertheless, did many of the Parliament House men come daily for their meridian. Here nightly assembled companies of citizens, as well as men of wit and of fashion, to spend hours in what may be described as gentle conviviality. The place is said to have been a howff of Fergusson and Burns in succession. Christopher North somewhere alludes to meetings of his own with Tom Campbell in that couthy mansion.

DISMAL!

Yet stupid persons say: "Give us the good old days"

But they would be the first to howl if the world slipped back

Grumpy and lonesome would Scotland's Prosperous Capital be without her "News"—The BETTER PAPER



Edinburgh Evening News



SCOTLAND'S "CAPITAL" PAPER WITH THE LARGEST SALE

LONDON OFFICE—3-5 SALISBURY SQUARE, E.C.4—City 9330

THE GRAPHIC

The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

THE BYSTANDER pulls

Vol. 49 FRIDAY, MARCH 5, 1926 No. 667

The Week in Advertising

Publicity Clubs and their Value—A Free Market in Ideas—A Growing Movement

RAPID extension is taking place in the Advertising Club movement. New clubs have been started in several centres recently, among them Cambridge, Nottingham and Hull. These clubs have been launched with great enthusiasm and have steadily worked along the right lines to conserve that enthusiasm. The elder clubs are increasing their membership and are undoubtedly extending their influence.

We are perhaps in the best position of anyone in the country to gauge the effectiveness of the work that is being done in the clubs. Week after week our own correspondents send us in reports of the meetings, and these are frequently supplemented by letters and commentaries from the executives of the clubs and by cuttings from the local newspapers. The "Club Notes and News" feature of the WEEKLY to-day is one of the most readable and valuable sources of information and inspiration for all advertising men and women. The speakers who address the various clubs are unlike the average politician, in that they use words to express their meaning and to disseminate knowledge rather than to cloak the mistakes of the Party and to darken counsel.

The subjects discussed at the clubs in any one week cover a remarkable range. Tourist traffic, deflation, legal problems, retailers' profits, stockbroking, world peace, the Imperial market, the use of words—these are a few recent topics selected at random from the headlines in the reports.

These reports are not merely news and gossip of social events. They are tabloid information. Every one of them contains ideas that are useful, practical and tested.

THIS WEEK'S PAPER

"Chancellor Will Not Tax Advertising"
Sir Charles Higham at the London Publicity Club

Every Heading Tells the Story—By John Kerry
A Successful Campaign in which the Caption is More than an Eye-catcher

The Advertiser and the Law of Copyright—By F. E. Sugden

"Anti-Dabbling" in the Wireless Industry
How it is Proposed to Eliminate the Casual Dealer

IN THE POSTER SUPPLEMENT

Why I Use the Hoardings
An Interview with Mr. H. Palethorpe

The Month on the Hoardings—by J. G. Gray

And All Regular Features
Ad. News in Brief
Publication Notes and News
Club Notes and News
Letters to the Editor
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

It is the aim of a paper like the WEEKLY to be more than a record of activities, and the amount of space devoted to the addresses at Publicity Clubs' meetings is amply justified by the nature of the information extracted from these reports.

Advertising Clubs are the Royal Exchange of modern selling methods. There is remarkable educational value in the technical talks which are freely offered for the instruction and amusement of those who are wise enough to attend the meetings. There is exchange of ideas in the debates which follow the main address. And there is communal effort towards improvement in the influence and prosperity of advertising.

The club movement has taken a strong hold in the advertising profession, and has proved its worth. It differs, fundamentally, from the average Englishman's understanding of the word "club," but the steady and valuable progress of the movement has done much to overcome the initial misunderstanding of the aims of the Publicity Clubs. Nothing has done more to enhance the repute of the movement than the admirable educational work which has been begun in some centres, work such as that of the Ulster Club, which Mr. Victor Salter described at the last Convention. The value of the clubs has been well recognised by the Convention organisers, and it is gratifying to note that a Clubs' Department again forms part of the fundamental programme for this year's gathering.

"Chancellor Will Not Tax Advertising"

Sir Charles Higham on the Proposed Impost—London Publicity Club Debate

"THE Chancellor of the Exchequer will not tax advertising."

This definite statement was made by Sir Charles Higham in an address on the proposed tax before the Publicity Club of London at the Hotel Cecil on Monday evening.

Mr. Winston Churchill, said Sir Charles, should spend more time in finding ways of saving than in finding new sources of revenue. There should be far greater economy in Government departments.

A tax on advertising could not possibly be taken seriously by any Chancellor of the Exchequer or any Government, because the amount of money to be collected in that way would be so small and the cost of collecting it so high that it would not be worth bothering about.

Life-Blood of Trade

What was advertising? Every time Mr. Churchill spoke in the House he was advertising the Government, the Conservative party, or, much better, himself. Supposing it was decided to put a 5 per cent. tax on newspaper advertising to begin with. The Government knew as well as any business man in the country that advertising was the life-blood of trade, and the £20,000 appropriated towards advertising the British Industries Fair had resulted, as Mr. Samuel admitted, in largely increased numbers of people going to see and buy British goods before they went to Leipzig. The money had been repaid to the nation a thousand times over. No economist had ever said it was sound policy for any Government to put a heavy tax on industry. Industry was already overtaxed. You could not take a method of selling, such as advertising was and tax it.

The Chancellor of the Exchequer would not tax advertising. That, said Sir Charles, was a bold statement, but he thought the future would bear it out. The reason was that Mr. Churchill realised that the business community was fully taxed at the moment, and it would be the most dangerous thing in the world to tax the greatest friend the politician had, the newspaper. They might as well go back to the window-tax and other obsolete forms of taxation.

The advertising tax, he continued, was not a practical suggestion. There was nothing to be got in that way out of the advertising fraternity, but they might be of great help in finding means of saving the money of the nation.

The Chancellor of the Exchequer should announce on the morrow that he would welcome suggestions from the advertising fraternity of ways and means of saving. There was at least £50,000,000 of waste every year, and that money was not saved because when taxpayers became politicians they were only politicians, and forgot that they were taxpayers. If the Government could be made to forget there was a next election they would reduce taxation in the next Budget. Let the advertising fraternity back them up, not merely by passing resolutions, but by practical help on the lines he had suggested. Then we should not need to tax advertising or betting, or indeed ourselves very much. At this moment the salvation of the country rested on business, and no Chancellor of the Exchequer, knowing how much advertising played a part in trade, would attempt to touch so salient a feature of economic life.

Sir Charles suggested that a "penny in the pound" tax on the turnover of all firms would yield a tremendous revenue without being greatly felt and without adding to the cost of goods. Foodstuffs would be exempt from the tax. He had made that suggestion before, when the Editor of the *Financial News* had estimated that it would yield a revenue of £200,000,000.

The Discussion

Commander Ellis opened the discussion that followed Sir Charles's address. Although, he said, he was not in favour of a tax on advertising, a tax on newspaper revenue would be very easy to collect. It would simply be necessary to obtain a chartered accountant's certificate of receipts from advertising. The cost would be passed on from the newspaper to the agent and from the agent to the client. He was informed that the Treasury would not consider any tax that would yield a revenue of less than £2,000,000 per annum. A 1 per cent. tax on newspaper advertising would probably yield no more than £800,000.

Posters were taxed in France, but the tax was not taken seriously. One effect was that posters were made better to last longer, because it was the actual poster that was taxed by the square metre. Night signs were also taxed, but not dealer-aids.

Mr. Thomas Russell contended that the Government could make a case for a tax on advertising. He suggested that advertisers should from time to time put a line or two into their copy explaining the results of their advertising.

That a heavy tax was already levied on posters by the local authorities was shown by Mr. Gardner, President of the London Billposters' Association. Outdoor advertising sites, he said, were assessed very heavily, and, in addition, if a hoarding were placed on a public footway heavy licensing fees were payable. In France there was only the one tax, which was very light.

Mr. Martin asked how the Government could tax advertisers who sold by post.

A tax on advertising, Mr. Gilbert Russell pointed out, would amount to a tax on trade-marked articles. In other words, the manufacturer who made an honest article and was proud enough of it to put his name on it would be taxed, while the man who made rubbish for substitution would be encouraged.

Getting Ready for Blackpool

First Outline of the Programme—Manchester Staff at Work

(From a Special Correspondent)

"CONVENTION—Manchester," is the telegraphic address of the recently opened Convention Organising Offices, and when I looked in there the other day I found the Honorary Organising Secretary just ready to broadcast the news that, in addition to opening the Convention, Lord Derby has shown his active interest by consenting to become a vice-president of the Manchester Publicity Club. Convention work is now in full swing, and Mr. J. Vincent (Hon. Secretary of the Club) and his staff have every appearance of having been established in their offices for years.

Asked how things were moving, Mr. Vincent said "Fine! Everybody seems to be willing and anxious to help. One of our members is the director of the Dictaphone Company, and as soon as the offices were opened, he had a Dictaphone installed, and he is putting one up at home for me as an encouragement to work overtime, and all free of charge!

"Other members keep dropping in to see if they can help, and their attitude towards the Convention is so enthusiastic that my work is really a pleasure."

The proprietors of Blue Band Margarine, Van den Berghs, Ltd., are the owners of the building, and the terms they have fixed for the temporary use of the Convention offices are very reasonable. The room allocated for general office work makes a fine committee room, and the Organising Secretary has a cosy private office next door. The walls of his office are decorated with plans showing the accommodation available at the various Blackpool hotels, and everything is ready to cope with the requirements of the 2,000 delegates the Manchester Club hopes to entertain at Blackpool.

The skeleton programme for Blackpool, the WEEKLY understands, is as follows:—

Saturday, May 1: Arrival of delegates. Reception and dance in the Tower ballroom.

Sunday, May 2: Morning, special church services; afternoon, motor tours to Windermere.

Monday, May 3: Morning, Opening Session; afternoon, Manufacturers' Session; evening, banquet given by the Manchester Publicity Club.

Tuesday, May 4: Morning and afternoon, Departmental Sessions; evening, dance and cabaret.

Wednesday, May 5: Closing Session.

A delegation of from 150 to 200 members is expected by the On-to-Blackpool Committee of the Publicity Club of London. Mr. Robert Thornberry, chairman of the committee, told Monday evening's meeting that the cost would work out to £8 12s. 6d. per member for the five days, May 1 to 5. The club headquarters would be at the Imperial Hydro.

Every member who registers for Blackpool is given a number. Just before the Convention ten numbers will be drawn, and to the lucky holders Mr. Thornberry is presenting £5 notes to help them with Convention expenses. At Monday evening's meeting Sir Charles Higham said he would add £10 to the prize for the first number drawn.

Every Heading Tells the Story

A Successful Campaign in which the Caption is Not an "Eye-Catcher," but a Sales Message—How Robertson's "Sell" their Advertising to the Dealer

By John Kerry

IT used to be said that the headline should be the "eye-catcher" in an advertisement and should lure the reader on into the copy to see what it was all about. Effective use of it is still



made in this way by some advertisers of certain products. But there are so many other bright and curiosity-provoking captions in any newspaper page that the advertisement has to struggle against very strenuous competition for the reader's attention.

Thus there is an increasing tendency—though not a new one—to put the advertising story into the heading (in which may be included the illustration). If the reader does no more than glance at the picture and scan the large-type caption he or she has received a message. A brief message, but, if the headline is well written and the illustration compact with it, a selling message. Whereas many advertisements are deliberately constructed so that the picture and headline tell nothing. Their job is to arouse curiosity. If they do not do that they fail. It is all the advertisement the reader gets, or nothing. If he is in a hurry he gets the latter.

While many excellent, dividend-paying campaigns have been constructed on this principle with marked success, it comes to this, that sometimes it is better to push the story straight home without any ado than to lead the reader up the most beautiful garden of imagination in order to whisper the story in his ear. Especially does this apply to everyday products.

It might be delightful to weave a web of romance round a pot of marmalade—and it could easily be done—but, after all, the marmalade's the thing. The average housewife, laden with her shopping basket, is thinking more of to-morrow's breakfast and the kiddies' health when she buys it than she is of sunny Seville. This seems frankly regrettable to me, but it is so. Ask one. Imagine yourself asking one.

The current Golden Shred campaign is based on this fact. Hard-hitting headlines and bright, compact illustrations tell the story in two seconds. The standard caption of the series is:—

"Golden Shred marmalade is made for you!"

Nothing much in that, just a simple statement. There is not meant to be much in it. It is intended to be simple. But linked up with the illustration it has a compelling sales value. The illustrations comprise a series depicting typical modern figures—the sports girl, the romping boy, the housewife, and so on. All these people, like you and I, are interested in something that is made for them. So each advertisement selects a considerable cross-section of the public, to whom it makes a personal appeal. In the case of the children, of course, the appeal is to the mother. In fact, every advertisement in the series is aimed eventually at the housewife, who, some time or other, almost certainly has in her care at least one of the types depicted.

Because the message immediately given by the headline is a personal one she—as well as those who recognise themselves in the illustration—is perhaps more likely to seek the justification of that statement in the copy than she would be were the caption purely of the "curiosity" type.

The copy follows the same principle as the headline. It is straightforward and direct. Short, machine-gun sentences drive home selling points. The whole is contained in practically every case in less than fifty words. And the type is large and quickly readable.

At the bottom of each display is shown the container and, boldly, the name Robertson. Anyone giving the advertisement more than the two seconds necessary to assimilate the caption is bound to see the name of the maker—the name of the product is, of course, in the headline itself. This is important, because, while Robertson's in this series are first advertising Golden Shred marmalade, they also want to drive home their



name, for they are makers of other branded food lines such as Silver Shred marmalade and various jams. In the event of future campaigns for these products the name behind them will be familiar although the brand name is different. This policy has always been followed by Robertson's, so that all their products are linked up.

Some variations have already been introduced. In the displays in which old people are depicted, for instance, the heading is altered to, "Golden Shred marmalade is good for you!" The change is interesting. It is possible that younger people have too acute a memory of things that are "good" for them to relish the phrase directly applied. On the other hand elderly people are generally discriminating in the matter of food. Another point emerges. Grandmother is depicted above the caption "Golden Shred is good for you!" She may, as is evident in the rest of the series, be the recipient of this message, or she may be broadcasting it herself A double appeal is created.

(*Continued on page* 398)

A Short Intimate Talk Broadcast from the YORKSHIRE EVENING POST.

AUTOMATIC TELEGRAPHY.

IN regard to our last talk, a manufacturer who advertises extensively on national lines comments that much more than he hitherto imagined is involved in the distribution of a provincial newspaper like the *Yorkshire Evening Post*.

This has led us to wonder if those who fill our advertisement columns are aware of the many ramifications of the organisation by which the news of the world streams daily into our pages.

Night and day the Leeds Office is in direct communication with the London Office by means of private telegraph wires manned by our own operators. Yearly these wires bear an increasing volume of traffic, since London is the clearing house for the world's news, and the flow expands and accelerates.

Automatic telegraphy is one of the marvels of the age, and the *Yorkshire Evening Post* is one of the few Evening Papers in the country which has adapted the latest manifestation to its uses. This system is the veriest wizardry.

In the London Office are seated five operators at five keyboards like that of a typewriter. Within a second or so of an operator touching a key, the letter which it represents is flashed across the wire and appears in typewritten character on the sheet of paper on an electric typewriter in the Leeds Office. Each operator can transmit a message at the rate of 45 words a minute, and as it arrives the message is automatically typed in column form. Five operators, five messages travelling simultaneously *over the same wire*, five automatic printers at the other end. Total capacity of wire 225 words a minute, and all that the Leeds operators have to do (other than attend to delicate adjustments) is to tear off the typewritten messages from the machines and send them to the editorial rooms.

There is much more than this in it—the editorial and the sub-editorial staff at the London Office preparing the messages, the second and third private telegraph wires which come into play at the busiest part of the day.

The Leeds Office is the nerve centre, but the private wires are the arteries the loss of which in times of storm is catastrophic.

Leeds: Albion Street. Doncaster: Scott Lane.

Ad. News in Brief

Staff Changes and Appointments—Collective Campaign for Caterers?—Mrs. Harmsworth Memorial Park for London

New Agency

Mr. S. T. McCabe has opened an advertising agency at Macclesfield. Rate-cards and specimens of such sales-helps and novelties as would be of interest to retailers are wanted at his office, 28, Chestergate, Macclesfield.

New Appointments

Mr. G. E. Whitehouse has been appointed to control the advertising side of the *Midlander*, Birmingham.

Mr. A. J. B. Paterson, who for the past five years has been associated with the advertising and sales organisation of Wm. Collins, Sons and Co., Ltd., has been appointed Sales and Circulation Manager of Messrs. Faber and Gwyer, Ltd.

Tips for Retailers

The Editor of the ADVERTISER'S WEEKLY addressed the Camberley Chamber of Commerce on February 25 on "Effective Retail Advertising."

The late Mr. W. J. Berrill

The death occurred, on Monday, of Mr. William John Berrill, senior managing director of Gordon and Gotch, Ltd. Mr. Berrill, who was 64, joined the firm in 1877, and although he seldom took prominent part in general advertising activities he was liked and respected by all those with whom he came into contact. He was well known as a Freemason.

Caterers Want a Campaign

The annual report of the Manchester Caterers' Association, in commenting on the loss of trade to cafes consequent upon general bad trade, suggests that advertising might be more widely employed to bring back business.

Bovril's New Poster

"Bovril were pioneers of interesting picture posters on the hoardings," said Sir George Lawson Johnston, at the annual meeting of the company. Now the hoardings were so full of pictures that about a year ago they thought it would be good policy to let the pictures of other advertisers form a framework to the words "Bovril puts beef into you" in plain black and white.

This phrase had already become a classic of its kind, and, recently, Rowntree and Co., of York, had asked if Bovril would object if they made a joke, and said "Rowntree's cocoa puts *beans* into you, with apologies to Bovril."

Cotton Trade Publicity

Mr. Arthur H. Cousins is retiring from the position of advertising manager of Messrs. Horrockses Crewdson and Co., and other firms associated with the Amalgamated Cotton Mills Trust, to take up the managing directorship of companies established for the purpose of developing new schemes of advertising.

During his association with the Amalgamated Cotton Mills Trust Mr. Cousins has become widely known throughout the industry at home and abroad.

Manchester N.A.B.S.

The Manchester Branch of the National Advertising Benevolent Society held its second whist drive and dance at the "Manchester Limited," on Friday, under the chairmanship of Mr. S. J. Stephenson. About 150 spent an enjoyable evening, and at the conclusion Mr. Stephenson presented prizes to the winners, the first ladies' prize being won by Miss Kirk, and the first gentlemen's by Mr. M. Robinson.

Mrs. Wareham Smith

We have to announce, with deep regret, that Mrs. Wareham Smith died on Wednesday morning after a long illness.

Lord Rothermere's Gift

Viscount Rothermere has purchased for £155,000 the site of the Bethlem Royal Hospital, so that it may become a playground and park for the densely populated Borough of Southwark, and a permanent memorial to the late Mrs. Harmsworth, mother of the late Viscount Northcliffe and himself. This new open space of more than 14 acres will be known as the Geraldine Mary Harmsworth Park.

Bath's Ban

The City Fathers of Bath have banned the use of illuminated signs outside public or private establishments. This decision was reached on Tuesday despite the protests of several members of the Council.

Spottiswoode, Ballantyne Institute

Sir Laming Worthington-Evans last week opened an institute at Colchester to be used as a social and sports centre for the employees of Spottiswoode, Ballantyne & Co., Ltd., at their Essex works. Mr. E. C. Austen-Leigh presided at the function, which was followed by a concert and dance. Sir Laming warmly congratulated the firm on the efforts they made for their employees' welfare.

Beet Sugar Film

The Anglo-Scottish Beet Sugar Corporation, of Colwick, Nottingham, are exhibiting in various areas a film entitled "Sugar from Beet to Bowl," which they have on loan from the Canadian Pacific Railway Company. The film, which was taken at the Wallaceburg Sugar Beet Factory in Canada, shows the processes involved in making and marketing beet sugar.

Leeds Tercentenary

The WEEKLY has already referred to the tercentenary celebrations which will take place in Leeds from July 9 to 17. A provisional programme has now been issued by the committee, and there will be special days devoted to carnival, industry, charity and shopping. The centre of the city, which is dominated by the statue of the Black Prince, will be brilliantly illuminated.

On Monday, July 12, the Tercentenary Shopping Week will be officially opened, and the industrial exhibition, which will be one of its features, will illustrate the evolution and improvements of the city's staple industries. Thursday, July 15, will be an open day for visits by the public to famous Leeds factories and workshops.

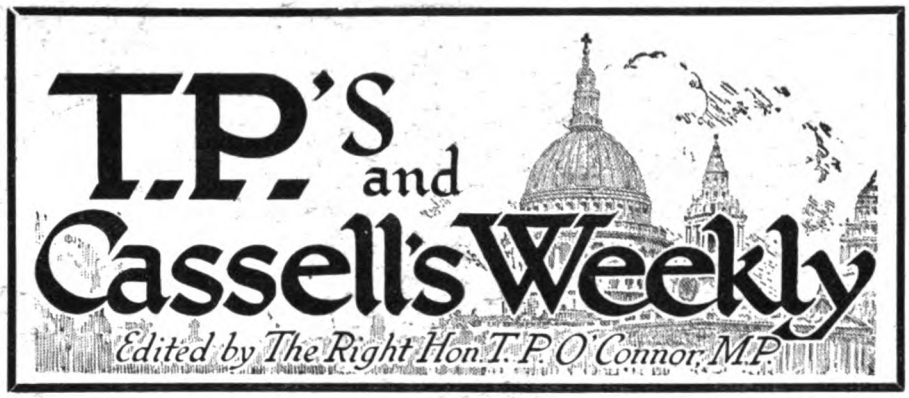
Advertising Empire Products

A strong protest was made by the Council of the British Empire Producers' Association at a recent meeting on behalf of the producers throughout the Empire against the delay of the Imperial Government in giving effect to the recommendations of the Imperial Economic Committee which was presented as long ago as August, 1925. The importance of adequate provision for the marking of Empire goods was emphasised by the Council.

Sir Harold Bowden has suggested that part of the promised £1,000,000 grant should be devoted to pushing British goods in the Dominions.

There is still time to Book space in the Spring Books Number of

Price 2D as usual



Dated March 27
On Sale March 20

THE AUTOBIOGRAPHY OF
MARGOT ASQUITH

THIS serial publication of the Countess of Oxford's enthralling life story will commence in this Spring Number. It will be the most talked-of serial of the day, appealing to every class in society and out of it. It makes readily available to the masses the frank, individual commentary, with now and then the subtle barb of a little joyous malice; and above all, the intuition and genius for shrewdly interpreting the whole anatomy of character in its strength and its weakness. The Countess of Oxford has always lived in the centre of things, and she makes no secret of her opinions of her friends and opponents.

OTHER CONTRIBUTIONS:

Books That Have Influenced Me, by SIR OLIVER LODGE.

Parnell's Love Story, by THE RT. HON. T. P. O'CONNOR.

G. B. S.—The Man and His Moods, by JAMES AGATE.

The Poet of Paradise Walk, by EDGAR JEPSON.

What is the Use of Man?—A TIMELY SYMPOSIUM CONTRIBUTED BY A NUMBER OF THE GREATEST MODERN AUTHORS AND CRITICS.

My Top-Hatted Days—Looking for Insurance prospects, by JOHN DRINKWATER, author of the play—Abraham Lincoln, etc.

£500 IN CASH PRIZES

is offered in a novel and fascinating Pictorial Competition announced in this issue which will undoubtedly attract all old readers, and will create a host of new and regular buyers for the paper.

150,000 Copies

is the print order for this issue.

Further particulars on application to:

E. G. Baxter,
Advertisement Manager,
Cassell & Co., Ltd.,
La Belle Sauvage,
LONDON, E.C.4.

'Phone: City 1120 (12 lines).
Telegrams: "Caspeg, Cent, London."

The scale rate of £40 per page and pro rata for the advertisement space will apply to this Spring Books Number.

The final press date is Thursday, March 11th, and as the booking is brisk, it is as well to reserve space NOW.

This shows the actual size of the cover.



The Circulation

of the first four issues will average

250,000 Copies Weekly

but it is anticipated that the circulation of the first issue will be well over

300,000

MODERN Weekly No 1

will be dated APRIL 17th

PRESS DAY—WEDNESDAY, MARCH 17th.

BEAUTY, Home and Health, Clothes, Hobbies, Sports and Recreations—these and all else of personal interest to the Modern Woman will be treated in a practical and up-to-date manner in MODERN WEEKLY.

Under the same Editorial direction as HOME CHAT, MABS FASHIONS, etc., and with a front cover similar to HOME CHAT, this new paper will reflect the life and outlook of the woman of to-day.

The launching of MODERN WEEKLY will be on an extensive scale. FREE PATTERNS will be given with every copy of the first four issues.

A very large scheme of publicity has been arranged including big spaces in the leading National and Provincial Dailies, strongly supported by Posters and a comprehensive leaflet campaign.

The low advertising rate and huge circulation among women who appreciate smartness in dress; the value of personal charm; comfort and beauty in the home; make MODERN WEEKLY an unusually attractive medium for the advertising of every feminine requirement.

Few special positions are available and only a limited number of pages can be used for advertising. Early booking is essential and preference will be given to those using at least two of the first four issues. Immediately the limited space is booked, the issues will be closed. Please, therefore, let me have your instructions *now*.

CHAS. E. MANDER
Advertisement Manager
THE AMALGAMATED PRESS (1922) LTD.
The Fleetway House, Farringdon Street, London, E.C.4
Telephone: CITY 202. Telegrams: "MISTITLED, CENT, LONDON"

£25
PER PAGE and Pro Rata

Advertisers who book space for the first six months are given the guarantee that the price will not be raised to them during that period.

Life

Half "Life" is made up of the word "if."

We may take a certain course, visit a certain place, or buy a certain article if we are sufficiently persuaded.

We can be persuaded by judicious Advertising.
But Advertising itself is made up of innumerable ifs.

An Advertisement is only effective if it is seen, if it is read, if it is believed.

It is most likely to be seen, read, and believed if it is effectively displayed, if it is attractively presented, if it is skilfully worded.

It can be all these things if it is prepared by a progressive and experienced Service Agent.

As the New Agency with 25 years' experience, the House of Barney is specially qualified to play its part in minimising the element of doubt in Advertising.

E. W. BARNEY LTD.
ADVERTISING,
CENTRAL HOUSE,
KINGSWAY,
W.C.2.
Members of the Association of British Advertising Agents Incorporated.

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

The Woman Haters

SIR,—This particular reader of the *Times* is surely an exception. He may have been suffering from the effect of a "night before." Or he may have felt "liverish"—in which case Mr. Marland could have brightened his outlook.

There are some "studies" of girls' heads which *do* annoy. Some of the sickly grinning variety annoy even the hardened advertising man.

I believe the advertisers of "Bear Brand" hosiery would tell you that the Arthur Ferrier girls contributed in no small measure to the phenomenal success of their recent campaign.

I do know that in a recent effort made by the publicity department of Allied Newspapers, Ltd., on behalf of a beauty competition to be featured in the *Daily Dispatch*, the Arthur Ferrier girls created quite a sensation. In this bijou campaign we use mailing cards to all those selling aids to beauty. These were followed by a folder lavishly sprinkled with typical Ferrier girls. The response to the appeal was instantaneous and generous. It is evident, therefore, that the folk in advertising itself, hardened sinners, are quite susceptible to the appeal of the feminine face and figure.

The fact that the only successful fiction (that which runs into many editions) centres around woman and her pretty ways, is evidence that with the majority the feminine element is a winner.

C. M. TREGURTHA.

The "Pretty Girl" Motif

SIR,—The objection of "Manufacturer's" anonymous critic to the pretty girl pictures in advertisements, is, I would suggest, merely a case of an exception proving the validity of a rule; the rule in this instance being "that the human mind does react to the subtle influence of suggestion, in the main—along the lines suggested to it."

The fact that one contrary reaction has been effective to the extent of dynamic expression, infers that hundreds of other minds have reacted to the train of thought incited by the suggestion of the picture, not taking into account the few or many mentalities who were not affected either way through lack of interest or absence of desire for identification with the advantages pictorially represented.

I am compelled to write guardedly, having no cognisance of either the advertisement under review nor of the product advertised. I merely write of the theory of the "influence of suggestion," which influence is vital to the telling advertisement, and which—evidenced in the affirmative reaction which is identification—is the basic principle of all successful advertising.

This, then, is the secret of the "pretty girl" appeal. That we do not so much want to *have* as to *be*. The human mind, and especially the feminine, is not so much concerned with articles or goods as such, simply for acquisition's sake, but with the possibilities of such merchandise for adornment, utility, vanity, social prestige and the like. Not what the thing is, but what it does; not what she may possess, but be.

The "pretty girl" picture, in close association with such advertised article, either upon showcard, box-top, or Press advertisement, suggests to my lady's cupidity that this is she, similarly invested with her pictured sister's charms and graces.

In this connection naturally arises the question of the advisability of using photographs of actresses, and letters purporting to have been penned by actresses. And here I would earnestly counsel advertisers to drop the leading lady for the pretty one, the actual photograph of the living, and therefore limited, lady, for the synthetic loveliness of the artist's creation. For although the human mind (and more especially the feminine) is gullible and credible to an incredible degree, there are limitations to the powers of suggestion which is based upon falsity, and the most bovine intellect will at length revolt from the notion that Miss—— to-day uses "——"; to-morrow swears by "——"; on Thursday attributes her loveliness to "——"; and avers in the March numbers of the Society journals that for years she has relied solely upon "——."

BARRINGTON BREE.
10, Market Street, Leicester.

The Thermogene Poster

SIR,—Our attention has been directed to a paragraph under "Ad. News *in Brief*," appearing in your issue of the 12th February, in which you refer to a statement made by M. Jacques d'Evril in a previous issue, that the name "Thermogene" "cannot be legally protected"; the paragraph in question then went on to state:—

> "Our contributor now learns, however, that while this was the ruling of the first Court at which the case was heard, on appeal it was laid down that as the one firm had been manufacturing branded 'Thermogene' for a long time the name was solely theirs."

As the owners of the "Thermogene" rights for the British Empire, we desire to point out that there is not, and never has been, any question whatsoever of our right to the exclusive use of the title "Thermogene" in Great Britain, where this title is our registered trade mark, nor has our right to such use ever been challenged in this country.

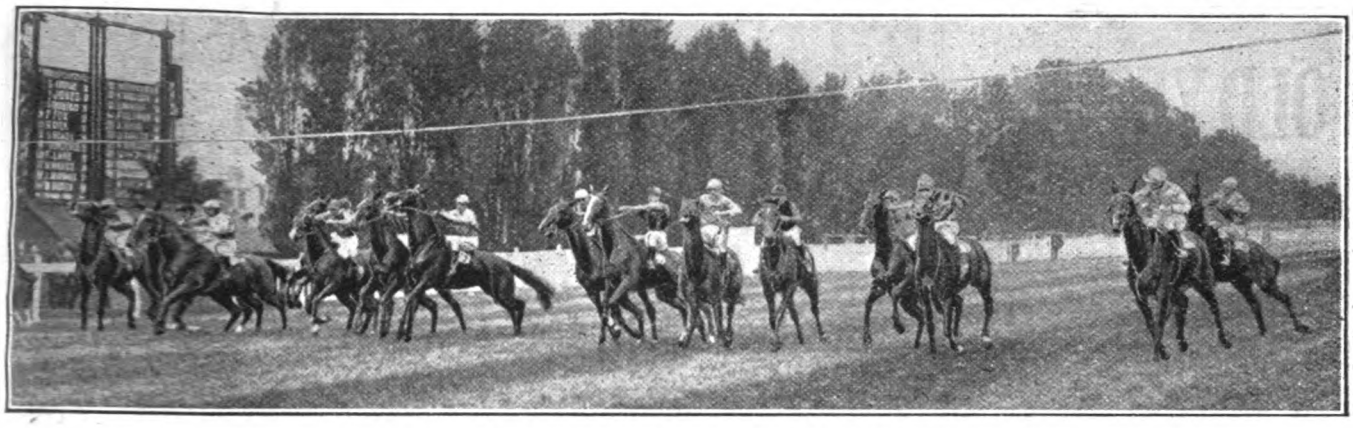
Seeing that the subject primarily under discussion was a poster which is being used by the Continental Thermogene Company, between which and the British Company there is no connection whatever, we think you will agree that some explanatory announcement should appear in your next issue.

G. G. PRICKETT,
Director and Secretary,
The Thermogene Co., Ltd.

An Apology

The Nickeloid Electrotype Co., *Ltd.*, write:

In the February 19 issue of ADVERTISER'S WEEKLY, we inserted an advertisement in which we described a half-tone plate as 65 screen. The screen should have been described as 85, but the typographical error was not noticed until too late to correct. We trust that readers will accept our sincere apologies for unintentionally misleading them.



They're Off!

Simultaneous with the release of the tape is the crowd's loud whisper: "They're Off!" The Sport of Kings has again commenced its fascinating hold upon the great Sporting community. For over 40 weeks Racing will be a predominant subject of conversation and intense interest. The Racing Paper with the largest Net Sale is

THE JOCKEY

BRITAIN'S LEADING SPORTING NEWSPAPER

During the past twelve months it carried more Trade Advertisements than any other Sporting Paper, its columns being consistently used by:—

ALKIA SALTRATES
ARMY CLUB CIGARETTES
AMBROSE WILSON
ANZORA
BARRY, S. A., & CO. (Tailors)
CRAVEN "A" CIGARETTES
EUX-E-SIS SHAVING CREAM
INTERNATIONAL HORSE SHOW
KOKO FOR THE HAIR
KOTALKO
L.G.O.C.
L.M.S.R.
L.N.E.R.
MARTELL'S BRANDY
MEAD'S CYCLES & GRAMOPHONES
PLAYER'S CIGARETTES
RICHMOND GEM CIGARETTES
SARTOR RAINCOATS
SCHWEPPES
SOUTHERN RAILWAY
SPINET ROUND CIGARETTES
SPORTSMEN'S BALLOT
STEPHEN MATTHEWS & CO. LTD.
THOS. TILLING LTD.
WILLS'S GOLD FLAKE CIGARETTES
YEAST VITE
YOUNGER'S ALE
ZAMBUK
ZEISS BINOCULARS
ZIG ZAG CIGARETTE PAPERS

etc., etc.

Progressive Advertisers for the future and Successful Advertisers of the past are now booking space in this Popular Sporting Weekly. Fifty per cent. of the Trade Advertisements are keyed and repeat insertions.

Over 300,000 Men BUY "The Jockey" every Friday.
It is their Racing GUIDE, PHILOSOPHER and FRIEND.

Cigarette and Razor Manufacturers, Brewers, Whisky Distillers—in fact anyone who has goods to sell to men—should use the paper offering 100 per cent. value. For Advertising Rates, Specimen Copies, etc., apply to:—

"THE JOCKEY" has the HIGHEST SALE and LOWEST RATE in Sporting Journalism.

ALFRED BATES & SON, LTD.
132-134 FLEET STREET, - LONDON, E.C.4
Telephones: CITY 304 (5 lines).

EARLY BOOKING is Essential for SPECIAL LINCOLN DOUBLE NUMBER, March 20th.

OLD YET NEW

After twenty years in King Street, Covent Garden,

THE GUARDIAN

on MONDAY NEXT is REMOVING to more convenient Offices at—

14, BURLEIGH STREET, STRAND, W.C.2.

As for over fifty years the paper was printed and published at No. 5, Burleigh Street, we are returning to the scene of its early triumphs.

On the occasion of the 80th Birthday Number (January 22), of "The Guardian," a contemporary writes :—"It is true that ——has had to express frequent dissent from and sometimes strong disapproval of its lively junior's articles; but this does not diminish our respect for the scholarly editing of the paper, for its active sympathy with humane causes, and for the literary skill with which dry topics are moistened for the reader's consumption."

The prestige of "The Guardian" has never stood higher than at the present time. It has a quality circulation with a wide home influence. It is read, passed on, and read again, and so, therefore, easily the best Church Weekly Newspaper for

NEWS, VIEWS, REVIEWS

AND

YOUR ADVERTISING.

Telephone : Gerrard 7576.

CLUB NOTES & NEWS

WHAT'S ON

N.A.B.S., Connaught Rooms, 7 p.m., Friday (March 12), annual festival banquet, Sir William E. Berry, Bart., presiding.

Aldwych, 2 p.m., Tuesday, Mr. F. W. Pethick-Lawrence, M.P., after-lunch talk, "If I were Chancellor of the Exchequer"—with special reference to the Advertising Tax.

Regent, Caxton Hall, 7.30 p.m., Wednesday, Mr. David Greenhill, "Effective reproduction"; to-day (Friday), 7 p.m., visit to J. Lyons and Co., Cadby Hall.

Birmingham, 7 p.m., to-day (Friday), Mr. P. J. Hannon, M.P., "Our Imperial Estate"; 8 p.m., Wednesday, Mr. J. A. Stead and Mr. S. D. Toon, "Does the consumer pay for advertising?"

Oxford, Y.M.C.A., 7.15 p.m., Tuesday, 2nd anniversary meeting, Mr. J. C. Kirkwood, "The arithmetic of retailing."

Glasgow, Grosvenor Restaurant, 1 p.m., to-day (Friday), Mr. Andrew Milne, "The future of the Club movement"; March 12, Mr. W. B. Robertson, "Pitfalls in advertising."

British Association of Display Men, National Cash Register offices, Tottenham Court Road, W., 7.30 p.m., Thursday, "Hector Powe evening."

Business Research Association, Old Colony Club, 7 p.m., Thursday, Mr. Sinclair Wood.

Aldwych—Mr. Gilbert Frankau on the Influence of the Novel

A delightful after-lunch diversion was provided on Thursday in last week by Sir Charles F. Higham as chairman, Mr. Gilbert Frankau as the principal speaker and Mr. Eric Field as the proposer of a vote of thanks.

The subject of the after-lunch talk was "The influence of the novel on Anglo-American relations," and in explanation Mr. Frankau not only referred in a richly humorous way to the effect of much of present-day English fiction on readers in the backwoods of the American continent, and the conclusions they drew from the characters depicted, but contrasted the results as similar to those ideas that might be drawn from the American films sent over here.

Fleet Street—Dinner-Dance

The Fleet Street Club held a fancy dress dinner-dance at the Holborn Restaurant on Friday evening, and, as is usual with their functions, it was an unqualified success. During dinner two "country yokels" arrived from Dorset, and insisted on being admitted to the Hall as they declared they had been sent up by the town of Sherborne with some country butter. The "butter box," which was labelled "Dorset Butter for Dorset 'Folkes,'" proved to contain a dainty little girl, who stepped out and presented gifts to Mrs. E. W. Folkes. The country yokels turned out to be Messrs. S. D. Nicholls and S. A. Willmott, very ably disguised, who then sang a "Dorset ditty."

A large number of presents were given out during the evening in addition to the prizes for fancy dress. The President (Mr. E. W. Folkes) expressed not only his own gratitude, but the thanks of the whole company, to the entertainment committee and the hon. secretary, Mr. F. W. Slaughter, who modestly replied.

Regent—Commercial Essentials in Art Work

Mr. R. P. Gossop, in his talk on Wednesday of last week, was unsparing in his criticisms of modern advertising art—both English and American. During the twenty-one years he had been engaged in commercial art, said Mr. Gossop, he had seen many changes in the relations between artist and business man, but even now the man of commerce was apt to think of the artist as being only three-quarters of the way there. The designer, by the very nature of his work, must necessarily possess a logical mind and a great deal of ability of a very high order, so that it was difficult to understand why the business executive found it impossible to allow him to do his work in his own way. The artist's job, he contended, was not to sell the goods—that was for the salesman—but to create interest and desire.

"Pale grey space" was the most valuable part of an advertisement. This was true of all advertisement design and particularly true of the hoardings. One frightful mistake so many poster designers made was to get as many colours as possible crammed into their space, with the most confusing results. One of the best posters he had seen lately was a small design for the Vienna Fair carried out in two colours; this contained more vitality than any of the multi-coloured posters around it. One of the commercial essentials in art work was to be as restrained as possible.

In Germany the manufacturer allowed the artist a very free hand, and there was no doubt that German art was influencing English design more than anything else to-day. Mr. Gossop deplored this influence. We had a fine tradition of applied art in this country, and the German influence was having an even worse effect on it than the American influence. American advertising he regarded as "too boring for words." Mechanically, it was marvellous, but it lacked the human element.

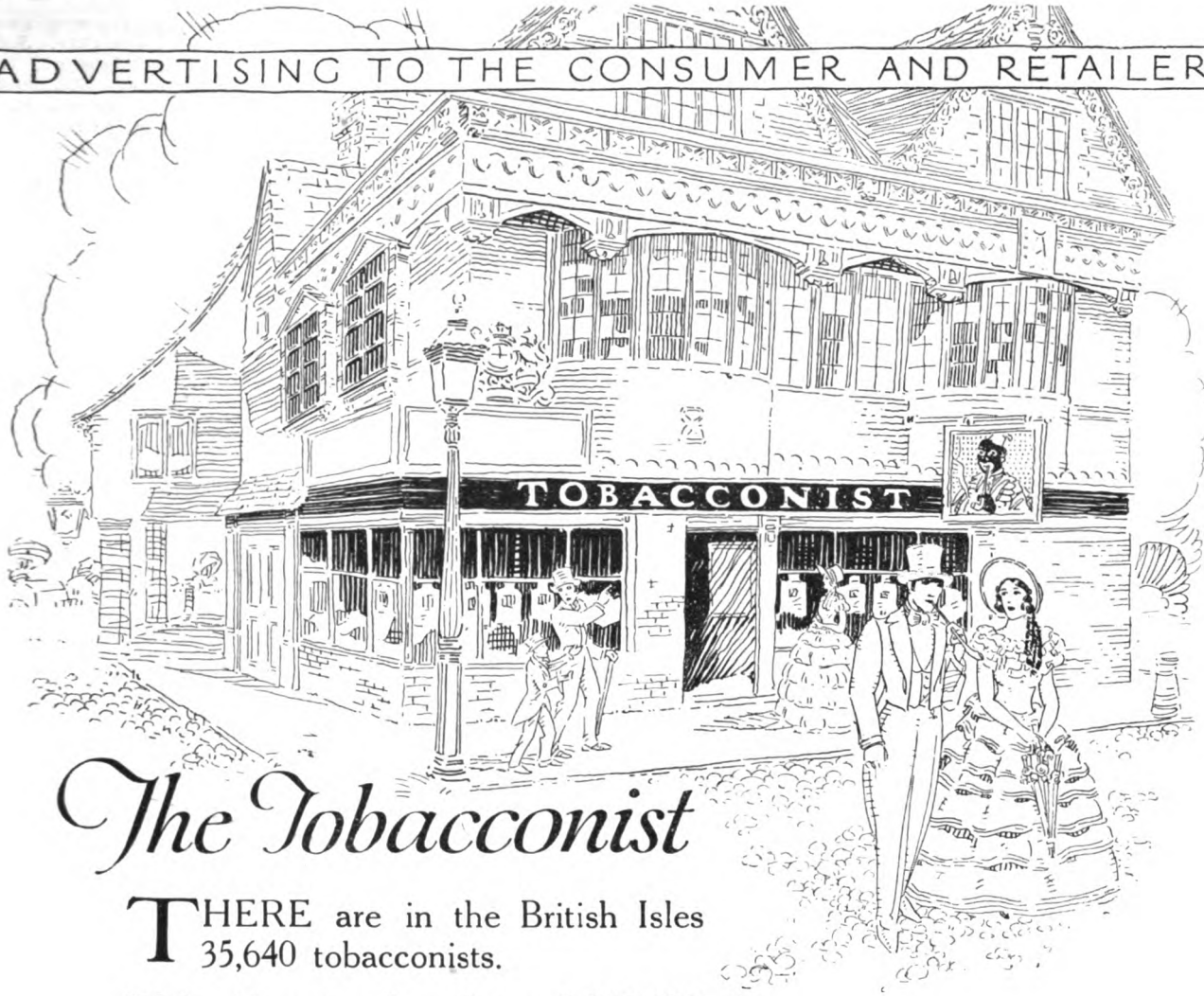
A lively discussion followed, many of Mr. Gossop's assertions being challenged, but he proved himself more than ready for his critics.

Cambridge—Wasted Rental on Shop Windows

At a meeting of the Cambridge Publicity Club, held at Messrs. Millers & Sons, Sidney Street, Cambridge, on February 24, a lantern lecture was given by Mr. Richard Harman, Editor of *Display*, on "Window Display—A Business Getter."

Mr. Harman traced the evolution of window display to present-day methods and gave illustrations of American and Continental methods. He explained the type of window most clearly suited to this country, and showed examples of displays which had been proved excellent "business getters" in various trades. He said it was a great pity that retailers did not make better use of their windows. They had a heavy rent to pay for them

ADVERTISING TO THE CONSUMER AND RETAILER



The Tobacconist

THERE are in the British Isles 35,640 tobacconists.

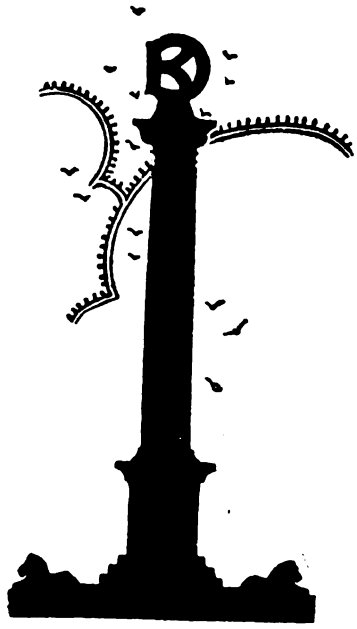
With its net sales above 3,000,000 copies per issue, and 9,000,000 readers each week, The NEWS OF THE WORLD is read by one-fifth of the 47,200,000 inhabitants of the British Isles.

These figures show that amongst **NEWS OF THE WORLD readers are more than one-fifth of the tobacconists of this country;** a great feature of this paper's value in simultaneous appeal both to consumer and retailer.

NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.



An Agency old in experience but young in ideas; that has won the confidence of its clients for its constant high level of service and its vigilance in keeping down their overhead advertising expenses

BERTRAM DAY
and Company Limited
COMPLETE ADVERTISING SERVICE
9-10 Charing Cross, S.W.1

'Phone: Gerrard 8063 (3 lines) 'Grams: "Adbertrada, Westcent, London."

and this was often a dead loss because the trader would not spend a little thought and expend a little money. His window would pay him handsomely for the trouble. The chair was taken by Mr. A. E. Turner in the absence of the President (Mr. F. Dale).

Newcastle—Investment or Speculation ?

An enthusiastic welcome was accorded Mr. D. C. Cuthbertson, the President of the Glasgow Advertising Club when he addressed the members of the Club at the Newcastle Y.M.C.A. headquarters. Mr. Lorne C. Robson, the vice-president of the Newcastle Club, was the chairman.

Mr. Cuthbertson said that although advertising might not be considered the day's work the result of the day's work depended upon the nature and quality of the advertising. Advertising was a matter of sheer hard thinking and common sense, and it could either be an investment or a speculation. Essentially it was the great medium between the producer and the consumer.

Leeds—Good Reports at Annual General Meeting

The annual general meeting was held on Friday evening at the headquarters of the club, Queen's Hotel, Leeds. Mr. Stuart Hirst occupied the chair.

Mr. F. E. Cook, hon. secretary, in surveying the past year, said the club had successfully emerged from its "growing pain" difficulties and considerable progress could be reported. The club year now drawing to a close had achieved an enviable measure of distinction. He referred to the staging (with the co-operation of the Publicity Club of Bradford) of the Convention at Harrogate. The help that the club had been able to render through the chairman to the Leeds Tercentenary Committee was a matter upon which the members could feel very gratified, while the suggestion which went direct from the club that a development committee should be formed to develop and advertise Leeds, were all evidences that the club was playing a useful part in the civic life of the city. The club roll showed 150 active members and 20 associate members.

Mr. Ernest Osborn, hon. treasurer, read the balance sheet. There was a profit on the year of £8.

Mr. Stuart Hirst, chairman, referred to the year's work, and asked for generous support in the way of attendance from the members for the very interesting lectures which had still to be delivered by well-known people. He was very pleased to see that the educational lectures delivered to advertising students in the city under the auspices of the Leeds Education Committee had been so much appreciated. The lecturer was a member of the club, Mr. H. A. Pearce, advertising manager of the Public Benefit Boot Co., Ltd. It has been decided to continue these lectures to the students next season, and the Leeds Publicity Club had decided to award a number of prizes to the students. The Leeds club owed a duty to the city, and in the proposed formation of a Development Committee as well as in the celebrations which have been arranged in connection with the week's Tercentenary, the club had played an important part.

Referring to the social side of the club, Mr. Hirst mentioned that the golf tournament would be repeated during the coming summer months, and it was also hoped to arrange a cricket match between the members of the Leeds Club and the London Club.

The following are the officers of the Club for the ensuing year:—President, The Lord Mayor of Leeds (Mr. John Arnott, J.P.); Past President, Sir Gervase Beckett; Chairman, Mr. Stuart A. Hirst; Vice-Chairmen, Mr. C. P. C. Hitchen and Mr. T. F. Braime; Hon. Secretary, Mr. F. E. Cook; Hon. Treasurer, Mr. E. Osborn. Members of Executive: Messrs. H. A. Pearce, F. E. Cox, Frank Bloomer, E. Metcalfe, R. Williamson, E. Steel and W. J. Courtman Stock.

Fraternal greetings from the Bradford Publicity Club were read, and it was decided to co-operate as much as possible with the Publicity Club of that city.

Cardiff—Pithy Addresses at "Members' Evening"

Six members of the Club gave ten-minute addresses on advertising subjects at last week's meeting. This, the first "members' evening," was an outstanding success. Mr. M. L. Bateman presided.

Mr. H. J. Bell, speaking on "Public Utility Advertisement," said they could divide their utility work under three heads—the power of the written word, the power of the spoken word, and the power of the picture.

Mr. Justin McCarthy, speaking on "Encouraging Comparisons," pointed out the cheapness of advertising in Cardiff newspapers, the rates charged being about the lowest in the kingdom.

Mr. W. G. Carter, speaking on "Profitable Publicity for Retailers," said that while big stores sold at a price not lower than the small retailers they, nevertheless, got the trade. The secret was advertising.

Mr. Tom Saunders spoke on "If the Press is Pressed," saying that newspapers were prepared to render their fullest service in the cause of advertising. Newspaper advertising was but an extension of shop windows.

Mr. A. Rose, speaking on "Personalities in Business," said the secret was to make customers feel so jolly pleased with themselves that they came again.

Mr. G. G. Napier, speaking on "How an Advertisement is Prepared," said an advertisement must do four things. It must, attract, must interest, must convince, and must compel.

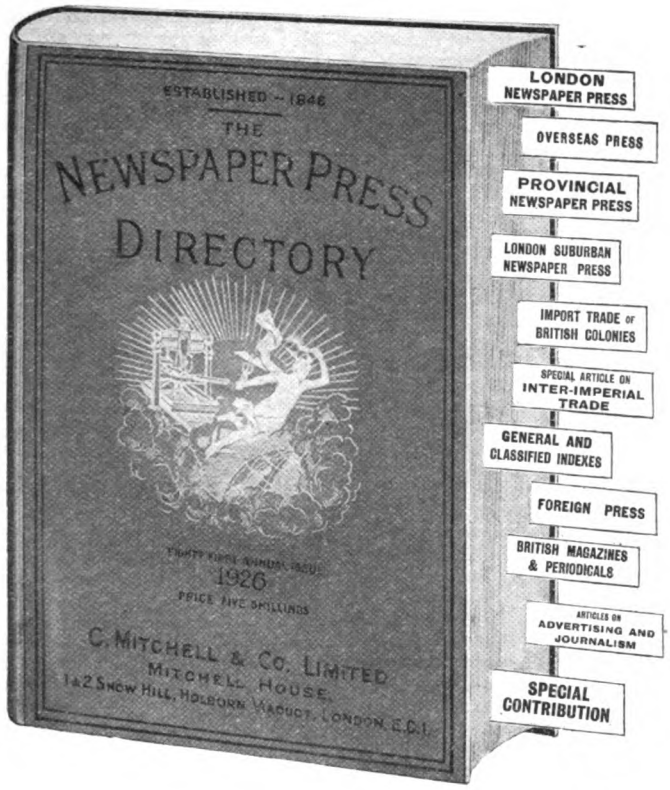
Mr. T. W. Stuckey, in conclusion, gave a resume of the talks and discussions at club meetings during the present session.

The following were elected as the "On-to-Blackpool" Committee:—Mr. W. Watson Pairman, Mr. A. Hauser, Mr. Justin McCarthy, Mr. T. Sanders, Mr. M. L. Bateman, Mr. G. G. Napier, and Mr. T. W. Dockett Smith (Hon. Secretary).

Nottingham—Attracting Multitudes Who Do Not Pass By

Mr. J. W. Bryce, managing director of the Shredded Wheat Co., addressed last week's meeting. Mr. W. R. Derwent, who presided, said they wanted to make the club of real practical value, and it was proposed that future meetings should be limited to members and their immediate friends interested in advertising.

At the outset, Mr. Bryce quoted Emerson's axiom: "Let any man make the best rat-trap in the world and the world will wear a pathway to his door." That was a fine phrase, he commented, but only half true—as modern business men had found out. The world must be convinced it is the best rat-trap, or the world would not even start to make a pathway to the maker's door. Most people knew that the best goods in the world would not sell themselves, and any method that successfully marketed any goods was advertisement.



1926 EDITION

EIGHTY-FIRST ANNUAL ISSUE **NOW READY**

THE NEWSPAPER PRESS DIRECTORY

POST **5/-** *FREE*

(Abroad 6/6).

Over 650 pages with FREE SUPPLEMENT
NEWSPAPER MAP IN FIVE COLOURS

USE THIS COUPON ☞

"The Standard Work of Reference with respect to the Press."— *Times.*

NOW ON SALE

To the Publishers,
THE NEWSPAPER PRESS DIRECTORY,
MITCHELL HOUSE, 1-2, SNOW HILL,
LONDON, E.C.1.

Please forward One Copy of "The Newspaper Press Directory," 1926 Edition.

Cheque or P.O. 5/- enclosed.

Name .....

Address .....

.....

A. W.

"Every act and deed of the staff or firm is advertising either good or bad," went on the speaker. If a trader dressed his window attractively, and made the interior of his establishment inviting to those who came in to buy, and if the assistants were courteous and the goods were right—that was advertising. But unless he advertised in other ways he would fail to attract the multitudes who did not pass that way.

The day was dawning when every manufacturing institution would, as far as possible, open their doors to the public in order that they might both see the processes of manufacture and be satisfied that in advertising they were telling the truth about their goods.

The rapid "fire" of questions which followed dealt with various topics, and in reply to one, Mr. Bryce confessed his belief in profit-sharing (with employees) as "good advertising." In reply to other questions Mr. Bryce said he believed both in poster advertising—though a poster had to be about 40 ft. by 20 ft. in size to be arresting nowadays—and in newspaper advertising.

Oxford—Woman Scientist on "Advertisements that Appeal"

Encouraged by the success of the last "ladies' night," the Publicity Club of Oxford held another last week, when an interesting address was given by Miss Dorothy Rippon on the subject of "Advertisements that Appeal." Mr. S. G. Hunt presided.

Miss Rippon said she thought it well before proceeding further to confess that she was a scientist, and that being so she would like to emphasise that she brought to the great subject of advertising the respect due from a member of one branch of science to the members of another, because she considered advertising was a science just as much as physics or chemistry. In consideration of the nature of her occupation, they would perhaps forgive her if she sought a definition of the subject she wanted to analyse. So far as she could gather, the word "advertising" came from two Latin words—"ad," towards, and "verto," I turn. Therefore, advertising, in the literal sense, meant that which turned towards, so that if advertising was to live up to its name it would appeal as well as make public.

Truth and sincerity were the foundation of good advertising; no advertisement would be of much use unless it was sincere, meant what it said, and was truthful. But she felt there was a wider sense in which truth and honesty could be associated with advertisements. It might be personal prejudice, but she felt insulted when certain advertisements were presented to her. If a certain article was good, let the advertiser say that it was, in vivid language, and illustrate it with a good picture, but not appeal to the lower nature of the public by telling them the advertiser would give a present to purchasers of the article.

Speaking of the connection between art and advertising, Miss Rippon remarked that it had been said that the more artistic an advertisement, the more effective it would be, but she herself, although personally liking a beautiful picture in an advertisement, did not think it paid in the long run, because the general public were much more attracted by striking things than by beautiful things.

Alluding to repetition in advertising, she said that most people had a great love for the familiar, and it would seem like losing an old friend if some advertisements were taken away. The secret of successful repetition was the reiteration of a central idea with minor changes in the surroundings to sustain the interest of the public.

B.A.D.M.—Sir Charles Higham on Imperial Window Dressing

Sir Charles Higham addressed the meeting of the British Association of Display Men at the National Cash Register Company's London office last Thursday on the subject of "Imperial Window Dressing."

In a reference to the British Industries Fair, now running at the White City, Sir Charles said we needed better Imperial window-dressing if we wished to improve British trade. In connection with this Fair the Government had taken a big step forward. For the first time they had spent money on telling the world that we had goods to sell, and that they could be seen at the Fair. The whole of industrial England was circularised and invited to show its goods there. With considerable difficulty, about 150,000 sq. ft., at the cheap rate of 2s. 6d. a sq. ft., of show space was let. That great interest in the Fair had been aroused was proved by the fact that 700 foreign buyers attended during the first week; that 6,000 home buyers were there on one day; and that last Saturday night 10,000 people paid a shilling each to see it.

Speaking of local shop-window dressing Sir Charles said numerous tradesmen still treated their windows as if they were museums for keeping things in. And yet the value of attractively displayed goods in a well-lighted window was next in importance to newspaper advertising.

(*Late Club News on p.* 399)



IF YOUR GOODS ARE FOR WOMEN YOUR ADVERTISING IS FOR WELDON'S

FAMOUS FASHION JOURNALS

WELDON'S LIMITED, 30-32, SOUTHAMPTON STREET, STRAND, LONDON, W.C.2.

ll tell you—

ND SATURDAY

pending days of the week

his own counter which are his busiest days.
rdasher. Hear what the chemist and the
bout it. *But don't ask them on Friday night*
ank you for leaving them to cope with the
hese days.

y envelope is opened; the means are available
is fed, clothed, kept tidy and clean throughout
pay night—and "World's Pictorial News" night.
cky one for advertisers. It gives them an
urchases. It gives them the right to sum-up,
jury gives its verdict.
mething to sell to the woman who dispenses
envelope, say it to her in the

'S PICTORIAL NEWS

THAT'S PUBLISHED ON PAY-DAY

TALLIS HOUSE,
TALLIS STREET,
LONDON E.C.4,
and
WITHYGROVE,
MANCHESTER.

Is yours in
THE WEEK-END SHOPPING LIST OF PROPRIETARY ARTICLES?

Jam, Marmalade and Honey; Canned Meat and Fish; Condensed Milk; Canned Fruits; Flour and Cornflour; Cereals; Custard Powders and Cake Powders; Butter; Sweets; Salt and Mustard; Vinegar; Pickles; Sauces and Ketchups; Tea, Coffee and Cocoa.

Bottled Beer; Lemonade and other bottled drinks.

Soap and Soap Powders; Shampoos; Starch; Blue; Metal Polishes Shoe Polishes, etc, etc.

Children's Clothes; Towels; Boots and Shoes; Toys.

Printed Excellence

that goes clean through the job

!

THE superiority of the Hotspur Printing Service is made evident at your first contact with Percy Brothers. Your enquiry is handled expeditiously, full information accompanies the quotation and you can make your decision without loss of time.

When your proofs arrive you will find the matter attractively arranged for easy reading. The pages will tempt the recipient to read, and the inherent excellence of the whole production will impress him with the excellence of *your* goods or service.

Nearly every printer has modern machinery, but the Hotspur Press can provide brains as well. Write and prove it.

PERCY
Brothers
Ltd.
The Hotspur Press
Whitworth Street West
MANCHESTER

Telephone: Central 6894/5.
Telegrams: "Hotspur, Manchester."

London Office:
170, Fleet Street, E.C.4

Telephone: Central 7641.
Telegrams: "Jonagont, Fleet, London."

Current Advertising

Notes of New Business Going Out—New Advertising Now Appearing in the Press and on the Hoardings

Fredk. E. Potter, Ltd., have been placing for the Pearl Assurance Co. and have in hand the annual report of the United Kingdom Temperance Society.

Wilkes, Jeffrey & Co., Ltd., are handling the advertising of the annual report and meeting of the Prudential Assurance Company.

London Press Exchange, Ltd. are now placing business for Rolls Razor, Heinz 57 Varieties and Grape Nuts.

D. J. Keymer & Co., Ltd., have in hand a spring time appropriation for Ripolin.

Harold Drabble, Ltd., have been giving out newspaper advertising for Smedley's Matlock Hydro.

Muller, Blatchly & Co., Ltd., are booking space for a new Chilprufe scheme and placing for Minty Varsity Chairs and Xantha Fabrics.

G. Street & Co., Ltd. (Gracechurch Street), are handling spring season advertising for Eastman's, Dyers and Cleaners.

Holford Bottomley Service, Ltd., have been giving out additional business for Saving Certificates and Rawlplugs.

Winter Thomas Co., Ltd., have increased displays for Colgate's Dental Cream.

Asburners, Ltd. (Manchester), are again handling business for Duro Fabrics and Sunresista Fabrics, and are placing for a new fabric named Thierline.

J. P. Shaddock has been giving out for Johnson's Liquid Wax.

J. Varney & Co. (Manchester) are extending advertising for Tetmal.

Charles Barker & Sons, Ltd., have increased displays for Abdulla Cigarettes and have been booking space for Gilbey's.

Max Rittenberg is handling advertising appearing for the M.L.I. of Canada.

Herbert Greaves, Ltd. (Manchester), has taken up new media for Burnley Building Society.

Richter's Agency has new business in hand for Interoven.

John Haddon & Co. have been booking new season's advertising for Brook's Saddle, Humber, Firth's Stainless Steel and British H. W. Gossard Co.

Osborne-Peacock Co., Ltd., are handling increased business for Electrolux, Rexine, Kleinert's and J.B. Corsets.

Steele's Service, Ltd., have larger displays appearing for Meltis Gaiety Chocolates.

E. W. Barney, Ltd., have commenced a scheme for Bowden Brake Co.

T. Colman & Co. have placed new instructions for large spaces for Wincarnis.

Smith's Agency, Ltd., are running a new scheme for J. Harley Parker and giving out for Mothersill's Sea Sick Remedy and for Woolwich Equitable Building Society, also displays for Ryder's Seeds.

Mersey Agency (Liverpool) have been increasing advertising for Bees.

Brandis-Davis Agency, Ltd., have considerable business in hand for Hampton Plant Co. and Knight's, of Wolverhampton.

Williamson's Advertising Agency, York, have been appointed agents to the Anglo-Scottish Beet Sugar Corporation.

Arthur Knight Co., Ltd., are now handling the advertising of the Birmingham and Coventry Cycle Co., Southampton, and "Nostroline" publicity and have a scheme in hand for Feminix Hairdressing Service.

Howat Advertising Service, Ltd., have been conducting a half-page campaign for Castlebank Dyeworks in the pictorials.

Travers Cleaver, Ltd., are handling advertising for British Mercedes, Ltd.

A. J. Wilson & Co., Ltd., are handling a new appropriation for Austin Motor Cars.

J. M. Walker & Co., Ltd., have been booking space for the Co-operative Permanent Building Society.

Spottiswoode, Dixon & Hunting, Ltd., have been placing business for "Pedigree" Blotting Paper, and for Messrs. Coppen, Allen & Co.

Dorland Agency, Ltd., is placing a campaign for Semprolia in London dailies and women's papers, and a series for Calcium Cyanamide in farm papers.

W. S. Crawford, Ltd., are now handling the accounts of Sandeman's Port, Macfarlane, Lang & Co., John Jamieson, and Rudge-Whitworth.

Publication Notes and News

Brighter Belfast

A new electric flashing sign over the main entrance of the *Belfast Telegraph* offices was switched on last Thursday evening by the Lord Mayor of Belfast (Alderman Sir William Turner). The sign—a novelty in Ireland so far as newspapers are concerned—represents wireless broadcasting, showing aerial masts and waves and a loud-speaker. The wireless masts are 25 ft. high and the aerials 20 ft. across. When illuminated the sign, which is in ruby, yellow and white, sets out that "*Belfast Telegraph* gives the latest news."

Red Hot!

The *Western Mail* showed striking enterprise last week on the occasion of a big fire at Cardiff. In the next issue they published a special page on "The Toll of Fire." On both sides of an article written by David McFall, the well-known writer, appeared a double column of advertisements from fire insurance houses and similar firms.

A "Big Six" Achievement

At luncheon at the Middlesex Hospital, on Friday, Prince Arthur of Connaught received the Executive Committee of The "happy New Year" ball, organised by the "Big Six" group of Illustrated Weeklies. The occasion was the distribution of the profits of the ball to the two Institutions for which it was organised, and it was announced that the substantial sum of £4,318 18s. 5d. had been realised. Brigadier-General W. Nevile Campbell, on behalf of the "Big Six," handed to His Royal Highness Prince Arthur of Connaught, as Chairman of the Middlesex Hospital, a cheque for

(*Continued on page 394*)

24 large pages



THIS announcement appeared in the current issue of the "Sunday Express." It is equally an expression of policy as a statement of fact. In seven odd years the "Sunday Express" has done something more than establish itself. It has created a new era.

The "Sunday Express" contains all the Best Features in Sunday Journalism

without even a suggestion of those phases which have, for so long, prejudiced important advertisers against the Sunday Press.

There are forty odd million potential readers of a Sunday newspaper in the British Isles. What do they look for?

The majority of the intelligent citizens of these Islands want news, views on subjects that matter from people who count, and good reading carefully filtered from world-wide sources until only that which is clean remains.

All these features are prominent in the "Sunday Express"; its news is brilliantly presented, its political views are invariably accurate; its financial pages are looked up to in the City; its social gossip is entertaining and well-informed, whilst its sporting pages are a journalistic model.

Hence the success of the "Sunday Express"—its 24-page issues which are a direct indication to advertisers that, in week-end journalism, the "Sunday Express" is showing the way.

It is one of the few national newspapers which you cannot afford to omit from your appropriation list if you have something good to sell the average British citizen.

SUNDAY EXPRESS

23, St. Bride Street, E.C.

LESLIE W. NEEDHAM
Advertisement Manager.

Unsolicited Testimonial.

29, Aldborough Street,
Blyth.
February 23, 1926.

Dear Mr. Nicholson,

The pearl beads advertised for in the "Blyth News, Ashington Post," of yesterday were handed in to the above address by 6.30 last night. This, I think, speaks very highly to the value of your Paper as an Advertising medium.

Yours sincerely,
D. McDOUGLE.

The Northern Press Limited,
Barrington Street, SOUTH SHIELDS.

LONDON: H. Smale, 185, Fleet St., E.C.4

SLOGANS THAT AREN'T

The mountain that laboured to give birth to a mouse has nothing on the Copy Writer who labours to give birth to an ineffectual Slogan.

In this new book the art of Slogan Weaving is made as transparent as glass. Without fear or favour the author dissects famous Slogans—and Slogans that are famous only in their progenitors' imagination. The requisite qualities are in each case tabulated and explained.

"THE ART OF ADVERTISEMENT COPY WRITING"
By J. C. TOOHILL.
5/- NETT.

At all Booksellers, or from the publishers,
JOHN BALE, SONS & DANIELSSON, LTD.,
83-91, Great Titchfield Street, W.1. **5 6** post free.

"John o'London" says—"Mr. Toohill knows his business, and I can recommend his book to all who think of making advertisement-writing a career or a profitable hobby."

An old-established Trade Journal, with 100 per cent. reputation, requires

A REAL ADVERTISING SALESMAN

for the London area. The position in question will be vacant early April, and is on a salary and commission basis. Prospects are excellent. Write, in strictest confidence, to—

P.O. BOX 31, LIVERPOOL.

£2,159 9s. 3d., and General Home (representing Earl Haig) received a cheque for £2,159 9s. 2d., on behalf of The British Empire Service League.

Prince Arthur of Connaught, in accepting the cheque, expressed his appreciation of the efforts of the "Big Six" and congratulated them on the success of the ball.

Competitions for All

An attractive competitions folder has just been issued by Allied Newspapers, Ltd., on behalf of *Ideas*. It describes a scheme under which, for £60, an advertiser can have a full page competition advertisement for *Ideas* devised and prepared with 47 cash prizes ranging from £5 to 2s. 6d.—all inclusive.

A New Label for Gardens

"Branding British Rose Trees" is the title of an interesting article in the *World To-day* by the Secretary of the British Rose Growers' Association. He explains the scheme by which rosarians in this country are labelling their trees and running a "Buy British Roses" campaign.

Value of Small Space

Inspired by a recent article in the ADVERTISER'S WEEKLY, in which Mr. O. Rivington dealt with "The Value of Small Space," Hazell and Co. (Publicity), Ltd., proprietors of the Manchester Commercial Phone Book, announce an interesting competition in which over £50 in cash prizes is offered in the 1927 issue of the directory. There are awards for the advertiser, for the designer and illustrator, and for the users of the directory. The publishers believe the idea will be helpful to those advertisers who have to make a little money go a long way.

"Tay Pay's"

The Spring Book Number of *T.P.'s and Cassell's Weekly* is to be published on March 20, and is going to press on March 11. It will consist of at least 56 pages, and among many notable features is promised the first instalment of the serial publication of "The Autobiography of Margot Asquith."

Finance

A striking advertising campaign is being conducted by the *Financial News* in general media and through the post. Authoritative contributors form the main theme of the advertising. The Rt. Hon. E. Hilton Young, late Financial Secretary to the Treasury, is Editor-in-Chief—he succeeded Sir Laming Worthington-Evans. On Tuesday a special Indian Supplement was published containing among its articles contributions from the Viceroy and the Viceroy-Designate.

Showroom for Advertisers

The scheme inaugurated last December by the *Daily Chronicle* for the display in a front window of their Fleet Street offices of goods advertised in "The Saturday Market Place," has proved so successful that the proprietors have placed with a prominent firm of shopfitters an order for the construction of a permanent structure. This window fitment will be completed for the free service of advertisers whose announcements appear in "The Saturday Market Place" on and after Saturday. The scheme embraces the display of a prominent notice inviting inquiries, and the distribution of literature respecting the goods exhibited.

The "Jewish Graphic"

The new weekly pictorial, the *Jewish Graphic*, was published on Friday. It covers a wide range of social and literary interests, and should find a ready welcome in the large community to which it is addressed.

ART FOR SELLING'S SAKE.

It is better to be sure than optimistic. Send us your problem to be viewed from an original but sane angle.

SCIENTIFIC PUBLICITY
(ADVERTISING SERVICE)
(PROP.: W. DAGG),
MARKET ST., HUDDERSFIELD.
TEL.: HUDD. **2916.**

D. CHARLES
50 Webbs Rd.
S.W.11.
Photography.
Pukka craftsmanship, plus ability to adapt it to each proposition, is the basis of my growing business.
Latchmere 4980

TRY THE COUNTRY
For Printing.
If you choose the Right Firm you get quality work and an attention to detail that you rarely find
ELPHICKS
BIGGLESWADE - Beds.

Remember! the Sweet Tooth is

Nature's Indication of an Essential Need
"That's capital — now do one for——"
We can please you too! Copy, lay-out and sketches with estimate for leaflets, or folders on receipt of particulars.
NAPIERS LTD., *Printers,* **CARDIFF.**

?
A Glasgow firm of Advertising Experts with central offices, etc., want to get in touch with makers of **ADVERTISING NOVELTIES.** The goods must be original, prices must be keen. The advertisers are prepared to take up a Sole Agency should the terms be substantial. Detailed information to **Box 84,** "Advertiser's Weekly," 16, Shoe Lane, London, E.C.4.

OLDHAM CHRONICLE
EVENING and WEEKLY
Advertise your Products in Industrial Oldham.

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

WINDING-UP PROCEEDINGS

Statutory first meetings of the creditors and shareholders were held on March 2, at the offices of the Board of Trade, Carey Street, W.C., under a winding-up order made on February 3, against Fas Publications, Limited, Aldwych House, Aldwych, W.C.

Mr. G. D. Pepys (Official Receiver) presided and reported that the company was incorporated as a "private" one in December, 1919, with a nominal capital of £10,000, subsequently increased to £19,000. The issued capital was £9,350.

In December, 1921, the company's tender was accepted for the whole of the advertising spaces in the *Board of Trade Journal* for a term of five years, subject to termination by the Controller of the Stationery Office, or by the company at the end of 1922, or any subsequent date on giving six months' notice. The company had to pay £10 for each, or part of, the 11 pages of advertising space. These spaces were sold by the company for £20 and £25 per page, but it was seldom found possible to sell sufficient space to show a profit.

In August, 1922, arrangements were made for the insertion of a series of special descriptive articles at very remunerative rates, but in December, 1922, after 26 articles had appeared, the Controller of the Stationery Office refused to allow further articles to be inserted without the word "Advt." at the top of each page. Under those conditions further remunerative contracts which had been obtained were lost.

On October 24, 1924, the contract was finally terminated by the Controller. The Company subsequently appealed to the Lords Commissioners of H.M. Treasury on the grounds that the refusal of the Stationery Office to accept the special articles was unjustifiable, and on other grounds. The appeal was heard in November, 1925, and was dismissed.

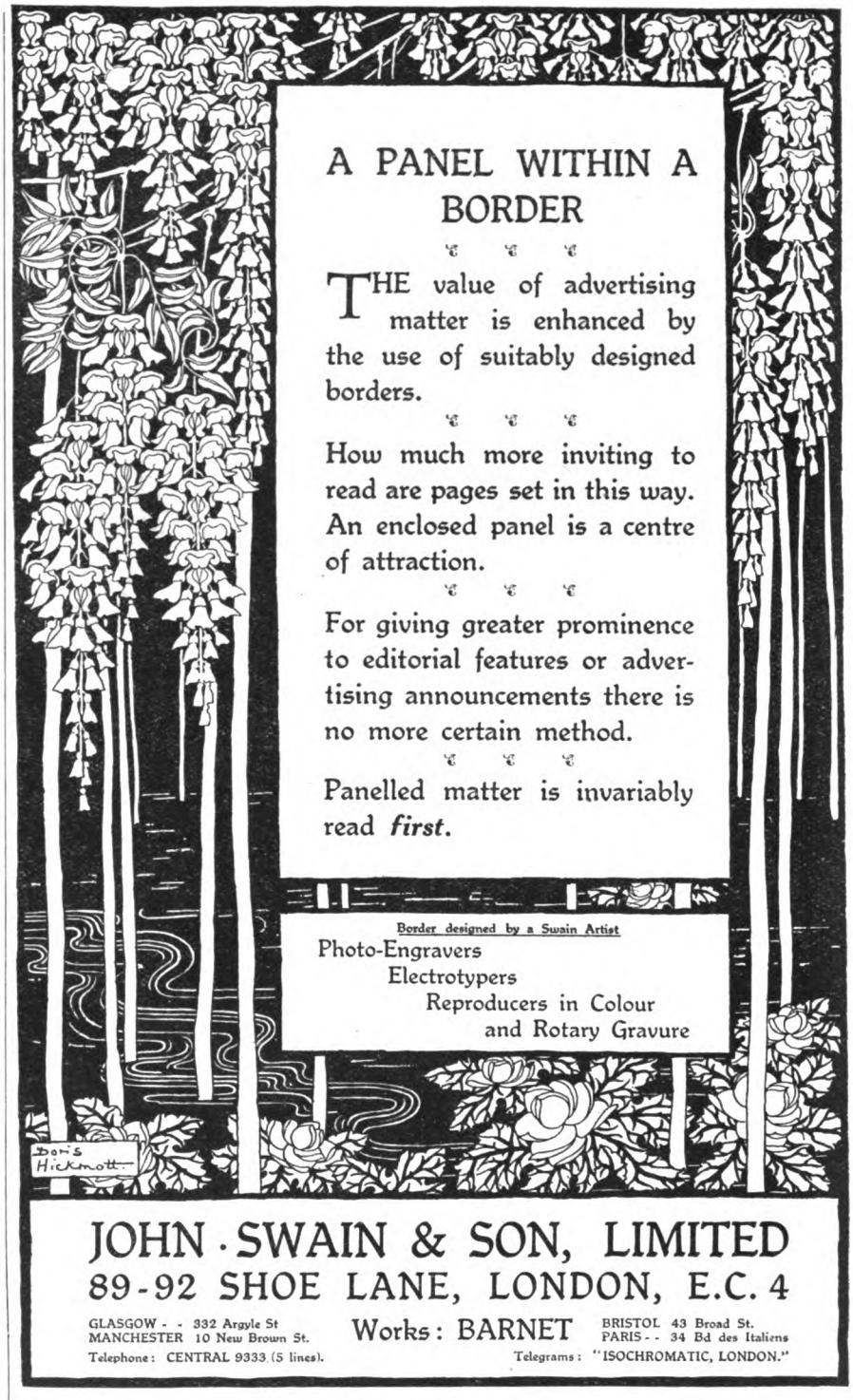
Certain contracts for advertisements on other Government publications, such as Income Tax Forms, Dog Licences, etc., were obtained during 1923 and 1924. Several of these contracts were obtained, but were subsequently lost owing to failure to pay the amounts due under the *Board of Trade Journal* contract.

The failure of the company was attributed by the managing director to the undertaking of heavy contracts with insufficient capital, and especially to the loss on the *Board of Trade Journal* contract. In the Official Receiver's opinion, the company made an error of judgment in tendering so high a figure for the *Board of Trade Journal* contract; apparently, the directors were unusually optimistic as to the advertising scope of the journal; also the salary paid to the officers of the company appeared to have been excessive having regard to the revenue of the company.

A statement of the company's affairs had been lodged showing 34 unsecured creditors for £15,756, and assets valued at £204, but the assets are all absorbed by preferential claims, leaving nothing for the unsecured creditors.

The Official Receiver remarked that the books of the company seemed to have been very well kept, which was a pleasing exception to what was often found with companies dealt with in his department.

The liquidation remains with the Official Receiver.



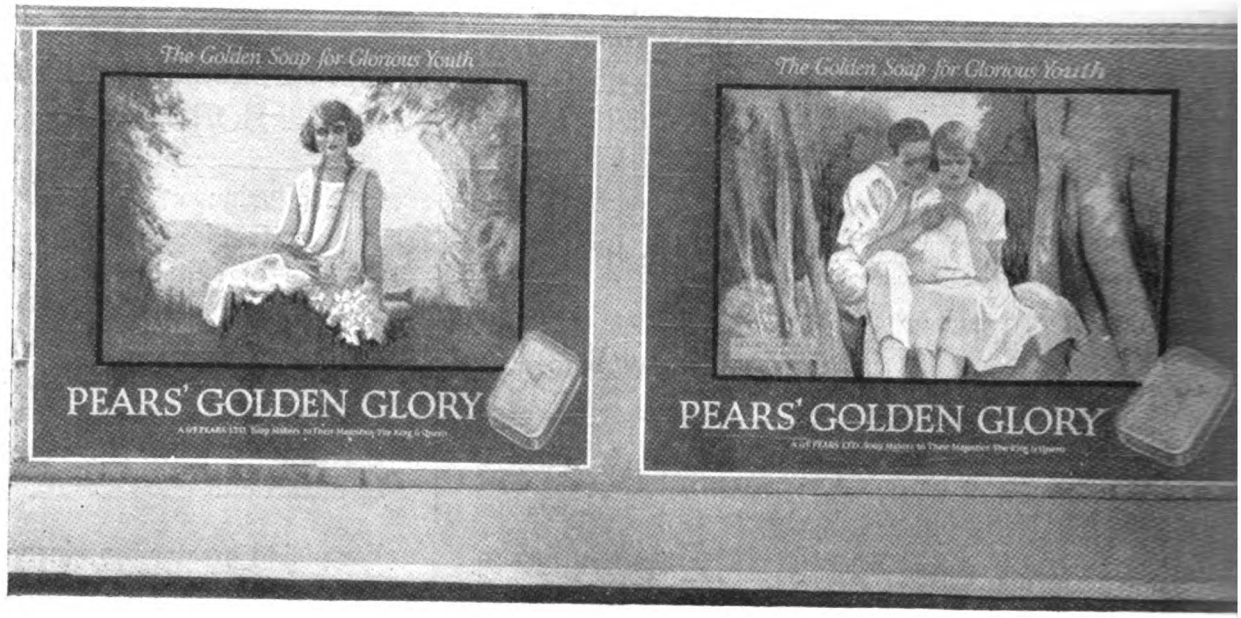
CONNOLLY

THE MOTOR ARTIST

You know the troubles arising from your clients' complaints of technical inaccuracies in motor illustration. Avoid these costly corrections by engaging the specialist who knows motors inside-out, and draws live figures, too.

H. Connolly
Telephone: Museum 3889.

4, Russell Chambers,
LONDON, W.C.1.



CARLTON

Not only do CARLTON artists create much of the best advertising art that you see regularly in the Press. Many of the outstanding poster successes are also their work.

From the time when better art first began to be applied to poster advertising, there have always been on the hoardings fine examples of what CARLTON means to the advertiser who wants striking ideas effectively presented there.

CARLTON PRICES.

Carlton resources in talent and facilities are the most complete in existence. Carlton prices are the lowest at which such art is available for advertisers.

The CARLTON
CARLTON HOUSE
KINGSWAY



POSTERS

A current instance is the great poster campaign for Pears' new toilet soap, "Golden Glory." The posters that have made such an instant appeal to the public and all lovers of good art were painted by us to the instructions of Messrs. Pears.

Other advertisers who want to make posters pay can do so by asking us to suggest ideas and prepare rough sketches.

STUDIO Ltd
Gt QUEEN STREET
LONDON·W.C.2

FREE BOOKLET.

Our new booklet on posters is now being printed, and will contain colour reproductions of the above and other Carlton posters. May we enter your name for a copy?



A MASTERPIECE

To enable the illustration to pull its weight, the block used must be a veritable masterpiece of accuracy. For it is upon the quality of the block that depends the prominence of the illustration among its fellows, and its power to hold attention.

To ensure blocks of the highest quality that faithfully portray your originals go to

GEE & WATSON
111 SHOE LANE EC4.

'Phones: { *Central 1804.* *City 5971.*

"Blocks That Tell
ARE THE
Blocks That Sell"

EVERY HEADING TELLS THE STORY—(cont. from p. 373)

Later, some of the characters that have already appeared are being depicted in pairs, with appropriate captions and copy.

The spaces used have not been very large, but Great Britain and Ireland have been intensively covered. The *Daily Mail, Daily News, Daily Mirror* and *Daily Sketch* are among the national papers used. The displays have also appeared in most of the principal provincial dailies and evenings, several Irish papers, and leading women's papers.

While every type of consumer is represented in this series of displays, the men behind the counter have not been forgotten by those in charge of the sales policy. About a week before each advertisement appears a number of "pulls" are sent to each of Robertson's four factories—at Paisley, Manchester, Bristol, and London. These are distributed to the salesmen, who have loose-leaf folders in which each new advertisement can be clipped so that they are enabled to show their dealer customers how the campaign is being built up. When the advertisements are published, both locally and nationally, the dealers know them and know the place they occupy in the whole selling effort.

The campaign is the work of the Imperial Advertising Agency.

NEW COMPANIES

Seabrooke and Rusk, Ltd. (N.I. 306).—Private company. Registered in Belfast on February 17. Capital, £1,000 in £1 shares. Objects: To carry on the business of advertising contractors, printers, etc. The directors are: W. Seabrooke, J. Rusk. Registered Office: 1A, Richview Street, Donegall Road, Belfast.

Belle Vue Publicity, Ltd. (212,011).—Private company. Registered February 26. Capital, £5,000 in £1 shares. Objects: To adopt agreements with Belle Vue (Manchester), Ltd., for acquiring and turning to account the advertising rights in connection with the Belle Vue Park, Manchester, and to carry on the business of advertising agents and contractors, etc. The first directors are: J. P. Hodge, P. S. Booth, J. Swale, A. H. Cousins. Secretary: P. B. Roberts, Kimberley House, Holborn Viaduct, E.C.1.

County Homes Journals, Ltd. (211,882).—Private company. Registered February 20. Capital, £4,500 in £1 shares (500 7 per cent. cumulative preference and 4,000 ordinary). Objects: To carry on business as proprietors and publishers of newspapers, journals, magazines, books, etc. Registered Office: Gordon Chambers, Bond Street, Leeds.

Stimulating Local Trade

The *Connacht Tribune* and the *Connacht Sentinel*, published at Galway, recently conducted a Window-Dressing Ballot Competition in which no fewer than 15,760 votes were received. One advertiser stated that as a result of the competition he had achieved record sales during the last few months.

National Advertising Benevolent Society

EIGHTH ANNUAL FESTIVAL

Friday, March 12th, 1926, at Connaught Rooms.

SIR WILLIAM E. BERRY, BART., in the chair.

Supported by the Rt. Hon. Lord Dewar, Rt. Hon. Lord Riddell, Rt. Hon. J. H. Thomas, M.P., Sir Chas. W Starmer, Sir Woodman Burbidge, Sir Sidney M. Skinner, Col. E. F. Lawson and others.

The Society's Work in 1925

108 Adults and 91 Children have been assisted during the year.

86 applications investigated and all but four helped.

Pensions, Grants, Education, &c. - - -	**£4,577**
16 Pensioners—Annual cost-	**£728**
15 Orphans educated in Schools, and School Fees paid for 4 others living at home with parent.	
Benevolent Expenditure since foundation of Society in 1913 - - -	**£26,782**

Subscriptions should be sent to any of the Club Stewards or the Hon. Treasurer, **61, Fleet St., E.C.4.**

ALL TICKETS FOR FESTIVAL SOLD.

KUBELIK
THE WORLD-FAMOUS VIOLINIST,

EVELYN SCOTNEY,
the Celebrated Coloratura Soprano, and

ERIC MARSHALL,
the Popular British Baritone, have kindly consented to give their services.

(By the courtesy of Messrs. Lionel Powell & Holt.)

CLUB NOTES AND NEWS—

(cont. from p. 388)

Bradford—"The Wise Use of Type in Advertising"

Mr. R. B. Fishenden, London Manager of Stephenson, Blake & Co., Ltd., gave an interesting lantern lecture on "The Better Use of Type in Advertising" at the last meeting.

Mr. Fishenden stated that the printer who attempted to design and set advertisements for his clients without possessing a staff qualified to undertake the work in accordance with the principles evolved by modern experience was not likely to achieve success. Success could be achieved by a proper understanding of the relationship that must exist between the copy, the type that was selected, and the particular manner in which it was employed, with the addition of just the right design, which served to attract attention without detracting from the importance of the message by undue emphasis.

That brought them to the point where they might consider the importance of copy. This was the part which really mattered, and the purpose of typography was to give it a suitable dress. But the copywriter and the typographer should work in the closest harmony. Nothing more stupid could be imagined than a rigid insistence on exact forms of words by the copywriter, especially when the use of a particular sentence necessitated bad spacing or a break in a word.

Hull—General Meeting to Discuss Rules

The committee which was appointed at the inaugural meeting met on Monday evening and a long session resulted in the drawing up of rules which will be placed before a general meeting to be convened shortly. Some comment has been made locally on the fact that no advertising men connected with the leading national advertisers whose headquarters are in the area have been invited to serve on the committee. The critics have expressed the view that the executive as originally constituted was not sufficiently representative of all sides of the profession. The committee, however, has power to co-opt other members and to fill vacancies, and it is expected that the matter will be adjusted before the date of the general meeting.

Manchester—"Can Advertising Sell Technical Products?"

At the meeting on Tuesday, when Mr. H. L. Hardwick took the chair, it was announced that the Earl of Derby had become a vice-president of the club, the news of which was received with enthusiasm.

There was a good sprinkling of guests among the members who came to listen to an addresss by Mr. S. J. Pearson, Advertisement Manager of W. Shepherd & Sons, Ltd., of Rochdale, on the subject, "Can Advertising Sell Technical Products?" Mr. Pearson's paper will be published in an early issue.

Say it Where the Money is

There's a purse with money in it back of every railway traveller. That is why poster advertising on the 2,500 L.N.E.R. railway stations is at least one degree better than poster advertising anywhere else.

You can be perfectly certain that every man and woman who sees your display has some money somewhere. One cannot travel on an empty pocket.

And they do see it. Every poster is placed where it will be read, and is maintained in a clean condition by the Company's own staff. There isn't an unprofitable site on the whole system.

Balance these points against the economy of the rates, and decide to advertise to the "Buyer side of Britain."

POST YOUR POSTER ON THE L·N·E·R

Apply for rates to the Advertising Manager, L.N.E.R., King's Cross Station, N.1. Telephone: North 4200. Telegrams: "Vertishead, Rail, London."

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES 150,000 *daily*
London Representatives:
FREEMAN & CO., 3, Paternoster Row, E.C.4

Three-Colour Pri
SPECIALIST
A. CHRIS. FOW
6, New Union St., Moorfiel

The Incorporated Society of Advertisement Consultant

Intending Candidates are reminded that the last day for receiving entries to the Society's 2nd Annual Examination

SATURDAY, MARCH 13

Entry Form and Syllabus can be had on application to

WILLIAM T. MOSS, Hon. Sec. Incorporated Society of Advertisement Consultants, CLUN HOUSE, SURREY STREET, STRAND, W.C.2

THE PICCADILLY

IN THE CENTRE OF THE WORLD.

Private banqueting rooms accommodating from 6 to 200. Prices ranging from **7/6** per *couvert* including dancing and admission to the

"PICCADILLY REVELS."

All enquiries to THE MANAGER,
PICCADILLY HOTEL.

Regent 160

PROGRESS.

WILLIAM POPPER & Co. Ltd.

Fine Art and Offset Printers

Having found their premises inadequate for increasing business, have secured larger premises, and from the 1st of March their Address will be:—

128/9, GREAT SUFFOLK STREET, LONDON, S.E.1.

Goods and Works Entrance: 16/22, TOULMIN STREET, S.E.1

We Hear—

THAT reports of company meetings are bulking big in the advertising of to-day, and that last week-end provided a fine display of business of the kind; also—

* * *

THAT the Prudential Assurance Co., which in this respect probably makes the biggest showing of the kind in newspapers from Land's End to John o' Groats, is again due with another wonderful story of increased prosperity.

* * *

THAT the Pru. list of media this year has been considerably overhauled, but the total expenditure on publishing the annual report and meeting is not likely to fall far short of the large sum it has formerly run to.

* * *

THAT the domestic publications and those making direct appeal to the housewife and the grown-up girl are enjoying at present a distinct boom in business with the full appreciation of advertisers.

* * *

THAT another new popular weekly for womankind is in preparation by the Amalgamated Press, Ltd., with the selected name of the *Modern Weekly*.

* * *

THAT, as was fully expected, the *Daily Mail* Ideal Home Exhibition at Olympia has created a substantial amount of advertising that has found its way into many publications as well as into the pages of "the official organ" of the wonder show.

* * *

THAT there has of late been something like a revival of the Press luncheons without which no new advertised line of substance could be launched or "housewarming" of new premises be complete, and—

* * *

THAT in this connection a special train is to be run next Friday from King's Cross, to take a large party of representatives—editorial and advertising—to Welwyn Garden City, to see the now completed model factory of the Shredded Wheat Co.

* * *

THAT thanks to a spurt in the advertising of a certain old-established and consistently advertised tooth powder, there is an increase in the amount of business being placed for the articles that now come under the supposedly more dignified title of "dentifrices."

* * *

THAT next Friday night's festival banquet of the National Advertising Benevolent Society is going to set up a new record in attendance—and subscriptions?—so that those intending diners who have delayed booking seats will probably find themselves crowded out for want of space.

Put Ideas in your campaign

It sells in the home

We Hear—

THAT Mr. F. A. Osborne—popularly known as Freddie—after several years of able service, has retired from the hon. secretaryship of the Press Advertisement Managers' Association.

* * *

THAT the publications of Messrs. George Newnes, Ltd., are carrying cleverly-written messages with point—not punch—that go far to advertise advertising in an intelligent way.

* * *

THAT Messrs. Aplin and Barrett, Ltd., of the St. Ivel food products, whose advertising has recently been more generous in output and attractive in design, announce that their 1925 net profits amounted to £83,002, against £53,505 for the previous year, and—

* * *

THAT—what seems to speak well for the future—the sum of £20,000 has been allocated from profits to advertising reserve.

* * *

THAT Mr. Eric Gamage, of the big Holborn Store and chairman of the Incorporated Association of Retail Distributors, left on Wednesday for a business visit to U.S.A., where he will make a study of the American stores.

* * *

THAT there is quite a wave of enthusiasm in the agencies and other interested quarters to bring into being the New Advertising Club, and that the only obstacle, that of ways and means, will be surmounted before long.

* * *

THAT the Great Western Railway is first in the field with its holiday literature, the publication of "Holiday Haunts," a wonderful sixpenny worth of 900 pages and 400 illustrations, now widely advertised by attractive posters in the G.W.R. system.

* * *

THAT a prospective line worth keeping an eye on will be the Easter arrangements of the Railway Companies, and that already Cook's, Frame's and the other holiday touring agencies are placing business, and the shipping companies have commenced to advertise their summer cruises to Norway and elsewhere.

* * *

THAT the Cunard Co. have two advertising propositions to make much of this season—their cheap emigration fare to Canada, and their inclusive holiday arrangements at moderate return fares to Canada and the States.

* * *

THAT a recent issue of the *Progressive Printer* contained a full-page advertisement from Messrs. Frank F. Pershke, Ltd., London, for a platen printing press, set together in the Irish language.

* * *

THAT the *Irish Independent* has been issuing triple column advertisements in reference to its new serial story to the Irish provincial Press.

* * *

THAT Messrs. A. & F. Pears, Ltd., are adding to their "Golden" Series a toilet soap with the attractive name of Golden Glory, for which a large scheme of advertising has been arranged.

* * *

THAT the much advertised Berkeley Chair and Berkeley Suites are going to figure in a prospectus issue to the public, and that a gentleman well known in the printing trade is likely to appear on the directorate.

INSERTIONS MISSED

It's one of those real rush jobs—how they crop up!—but the insertion must be caught. Time has got to be annihilated. The Staff tackle it determinedly and . . . . . the setting is O.K'd. Then comes an unexpected snag. The type selected to suit the advt. can only be *electroed*, which means a positive loss of precious time and probably leads to the insertion being missed and all the strenuous efforts negatived. *Stereotyping would have saved the situation.*

INSERTIONS CAUGHT

Protect yourself and your client against such exasperating disappointments and loss by using our Typesetting Service. We cooperate with our clients in rush jobs and give them an unfettered selection of our wide range of types and gladly *stereotype any of them, no matter how delicately faced.* That is only one of the advantageous points associated with our Service. Moreover, stereotyping is more economical than electrotyping — another advantage our clients get.

Our Service is used extensively by many leading Agencies — a definite proof of its merits.

C. & E. Layton
Farringdon Street, E.C. 4
Telephone - - - Central 3948



Day & Night Typesetters

TO THE SPACE BUYER

For careful consideration

"HAIRDRESSING Illustrated" is a well-established periodical dealing authoritatively with the art of Hairdressing and the subject of Beauty Culture—subjects that command the interest of every fashionable woman.

ITS numerous Illustrations and articles brought "up to the minute" by expert writers are eagerly anticipated every quarter by a distinctly high-class clientele.

YOUR CAMPAIGN SHOULD CERTAINLY INCLUDE—



HAIRDRESSING ILLUSTRATED
& Beauty Fashions Review

Phone . . . . CENTRAL 562

6d.—36 *pages. Rates and Specimen Copy gladly sent on request to:*—
S. THROWER, 20, Imperial Bldgs., Ludgate Circus, E.C

The Universal Language of the Poster.

THE Poster tells its story in the most easily understandable manner. Man, woman and child alike, are captivated by its simplicity of appeal and attractiveness and value your message the more because it is conveyed mainly in the universal language of pictures.

This universal appeal in the universal language has unquestioned selling power and merits the closest consideration of every keen business man.

The firm of Walter Hill & Company have specialised for over 50 years in Poster work alone and are qualified to give your outdoor publicity campaign an experienced service second to none in the country.

LONDON, W.C. WALTER HILL & Co LIMITED

THE LARGEST
BILLPOSTING ORGANISATION
IN THE BRITISH EMPIRE

67 & 69, SOUTHAMPTON ROW, LONDON, W.C.1.

'Phone: Museum 2443 (3 lines). Telegrams: "Tuxedo, Westcent, London."

We Hear—

THAT Messrs. Johnston Mooney and O'Brien, Ltd., one of the largest baking and milling concerns in the Irish Free State, who have come quite recently into the advertising field, have reported a satisfactory year's trade notwithstanding the general depression.

* * *

THAT the largest distillery in Dublin has been considering an advertising scheme, and that not a few well-known London agencies have energetically sought the business, which has been secured, it is understood, by Messrs. W. S. Crawford, Ltd.

* * *

THAT Mr. W. J. Earley has been elected Chairman of the "On-to-Blackpool" Sub-Committee of the Regent Advertising Club, and Miss Audrey Burton, Secretary.

* * *

THAT Col. the Hon. F. Vernon Willey, C.M.G., C.B.E., M.V.O., commanding the Sherwood Rangers (Notts.) Yeomanry, attended the first Levee of the Season at St. James's Palace last week, and presented Lieuts. Lord Morven Cavendish-Bentinck, John D. Player, and J. Hector Gordon, Officers of the Regiment.

* * *

THAT Mr. Herbert Lazenby has received many expressions of sympathy in the double bereavement of the deaths of his father and mother within a few days of each other.

* * *

THAT Mr. Fredk. E. Potter has returned to business after spending seven weeks in the well-known Private Sanatorium, Ruthin Castle, North Wales.

* * *

THAT there is advocacy in the United States for the election of a newspaper man as the next President of the A.A.C. of W., at the Philadelphia Convention.

* * *

THAT Mr. W. B. Chivers, of the Histon, Cambridge, firm, opened on Tuesday what promised to be a highly successful Grocers' and Allied Trades Exhibition at Manchester.

* * *

THAT Drummer Dyes are entering on an extensive campaign with a prize scheme of £2,000 offered to users.

* * *

THAT quite a lot of complimentary comment is being expressed on Spottiswoode's Press campaign for Edglets.

* * *

THAT Mr. W. Vivian Challercombe has left the management of Messrs. Haycock, Cadle & Graham's Publicity Department, and has joined Cut-Outs London, Ltd., in a similar position.

* * *

THAT Mr. John Armstrong has been appointed Hon. Secretary to the "On-to-Blackpool" committee of the Publicity Club of London.



At the Hub of Industrial Wealth

Daily Dispatch
EVENING CHRONICLE



The Poster & Outdoor Advertising

A Monthly Supplement Devoted to the Interests of Users & Producers of Outdoor Publicity.

No. 49 MARCH, 1926

Why I Use the Hoardings

A Frank Statement by an Advertiser who Uses no Other Medium—The Fate of a Beautiful Picture Poster

THERE is no more earnest and whole-hearted advocate of advertising on the hoardings than Mr. H. Palethorpe, the moving spirit of Palethorpes, Ltd., Tipton, Staffs. For over seventy-three years "Palethorpe's" has been a household word. Mr. Palethorpe makes no secret of the fact that it is his fixed policy to advertise only by means of the poster.

In an interview with a representative of the ADVERTISER'S WEEKLY, Mr. Palethorpe said :—

"I will tell you why I use the hoardings. I use them because they constitute the most effective appeal, and they also constitute the cheapest appeal for me ; of that I am in no doubt whatever.

"For £1,200 I can post the whole of the leading towns of Great Britain for a month.

"For £12,000 I can post the whole of the country for twelve months. I can have a perpetual advertisement for that period.

"I am quite sure that I read comparatively few advertisements in a paper. Some people read many of them, it may be ; I do not.

"Now what is the case with a poster ? You walk to your train or tram or 'bus ; you have oftentimes nothing else to do but explore the advertising stations. Your mind is not concentrated on a certain thing as it is when you are reading a newspaper ; if there is a hoarding handy, you naturally look at it. You scan every advertisement on it because you have nothing else to do ; it is a way of utilising your mind for the time being, and the effective poster does make a direct appeal to you. It does to me, and I think I am fairly typical of the rest of the community. What I say about the poster is that it makes its appeal instantly ; it rivets your attention, and you do not forget what you have seen. It does not conflict with anything else ; you have nothing else to do but to look at a poster or posters, and that is why the poster is such a powerful form of advertising.

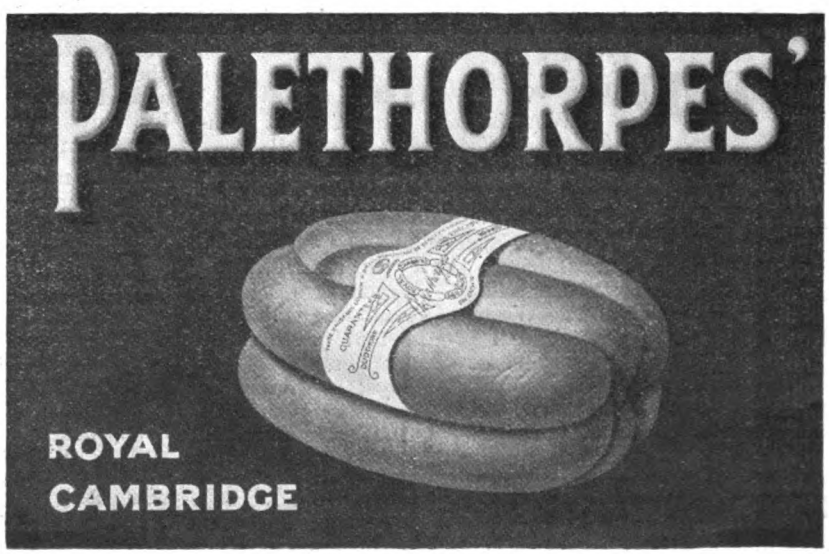
"Then the ideal poster is bold, prominent, and compelling, and tells its story briefly. It makes its instant appeal to the mind ; you have not to study its composition, although there may be composition to study. Many advertisements are very wordy and even verbose ; the poster is terse and trenchant. Then, of course, you get colour and life in a poster."

"When did you first go to the hoardings ?"

"At least thirty years ago, and we have been at it ever since. We have never departed from our policy. We have never desired to depart from our policy ; we are continuing our policy simply and solely because it has proved effective. In other words, it has paid us. We have gone on increasing our appropriation every year, and I fully expect that we shall go on increasing."

It may be said here, incidentally, that the firm have an output of nearly 100 tons of sausages per week. That is sausages only, and takes no account of pork pies, and various specialities such as pressed beef, tinned foods and boiled hams. But Palethorpe's Cambridge Sausage is the grand stand-by. Thus in the Christmas week of 1925, from December 16 to December 23, they made and sent out 240 tons 14 cwt. 1 qr. 16 lb. of sausage, and on December 23 their output of sausage was 65 tons 7 cwt. 32 qrs., all made and despatched on the same day.

"The development of our trade has been simply wonderful,"



It's easy enough to miss the post—

But it's not so easy to miss the poster—if that poster is placed properly.

And, depend upon it, we place your poster where it will be seen by as much of the World as possible

Why not avail yourself of our Service and advice on your Poster programmes or problems? An excellent move.

Don't miss the post to-day.

Write to us—note the new address — for an appointment. Of course, if you *should* miss the post there is always the telephone.

OUTDOOR PUBLICITY LIMITED

Managing Director,
ERNEST LEICESTER,

Aldine House, 10, Bedford St., Strand, London, W.C.2.

Telephone:
GERRARD 8900 (10 Lines)

Telegrams:
"BYLPOSTA, LONDON."

continued Mr. Palethorpe, "and we are surely entitled to think highly of our means of advertising when it has paid us so well. We advertise extensively right throughout the big towns. Then we have a big trade in Scotland, and a big trade in Ireland. We use the hoardings in the big towns for eight months of the year, and then we follow the people to the seaside. For four months we pretty well ignore the towns; at any rate, we slacken off considerably in regard to our activities there, and devote ourselves to the seaside. And we do an extraordinary trade at the seaside during the summer months. We follow the people where they go and you can do it most effectively when you are dealing with poster advertising.

Following the Buyers

"Of course, trade falls off slightly in the summer. People still remember the old saying that pork is only good when there are 'R's' in the month. Personally, I do not subscribe to that at all, but it is a saying that the people have, although I doubt if there is anything like as much attention paid to it as there used to be, because we get a pretty good call for sausage, and, indeed, for all our products, right through the year. Still, winter is obviously better than the summer, and we have found our policy of following the public where they go a very advantageous one."

"Can you say anything of the extent of the growth of your campaign year by year?"

"No, I could not very well give you any figures showing the growth, or even the percentage of increase in our appropriation. As a matter of fact, I do not particularly want to do that. You can say, however, that we have doubled the extent of our advertising during the last two years, and the results have been thoroughly beneficial. We make our appeal with big posters to the general public, and have window bills for the shops. Of course, in speaking of this, you have to pay some regard to the increase in values. We are undoubtedly increasing our advertising yearly."

The Good Selling Poster

"What is your idea of what constitutes a good selling poster?"

"There is only one answer to that, and I am very emphatic about it. I believe in showing *the goods you are selling*. Never mind anything fanciful or alluring; show the actual goods you are selling. We do nothing else now. We have abandoned what one would call ornate and picturesque posters; and simply concentrate on "Palethorpe's Royal Cambridge Sausages," with the usual pound of sausage as the feature. We have had striking pictorial posters, but we have given them up. We can see nothing to touch the mere representation of a pound of sausages. That is what we want to sell, and it is what we want people to know about.

"We did have a magnificent picture by Cecil Aldin; we were one of the first to induce him to get a poster out. It was a hunting scene, with a dish of Palethorpe's sausages being carried in to the breakfast; a beautiful picture, and a striking picture, but I think we had as many applications for reproductions of it as we had orders for sausages.

Picturing the Goods

"No, I am very strong on this point. We sell sausages, and we do not want the sausages obscured by hunting scenes or anything else. We want people to see what we sell. We want to have what we sell riveted on their minds, and that is why we have practically come down to one poster. Here it is. It is an effective poster; it is very simple and yet very telling, and I say quite seriously to everyone: If you want to advertise, show the people what you have to sell. If that won't make its appeal to them, nothing else will."



Mr. H. Palethorpe

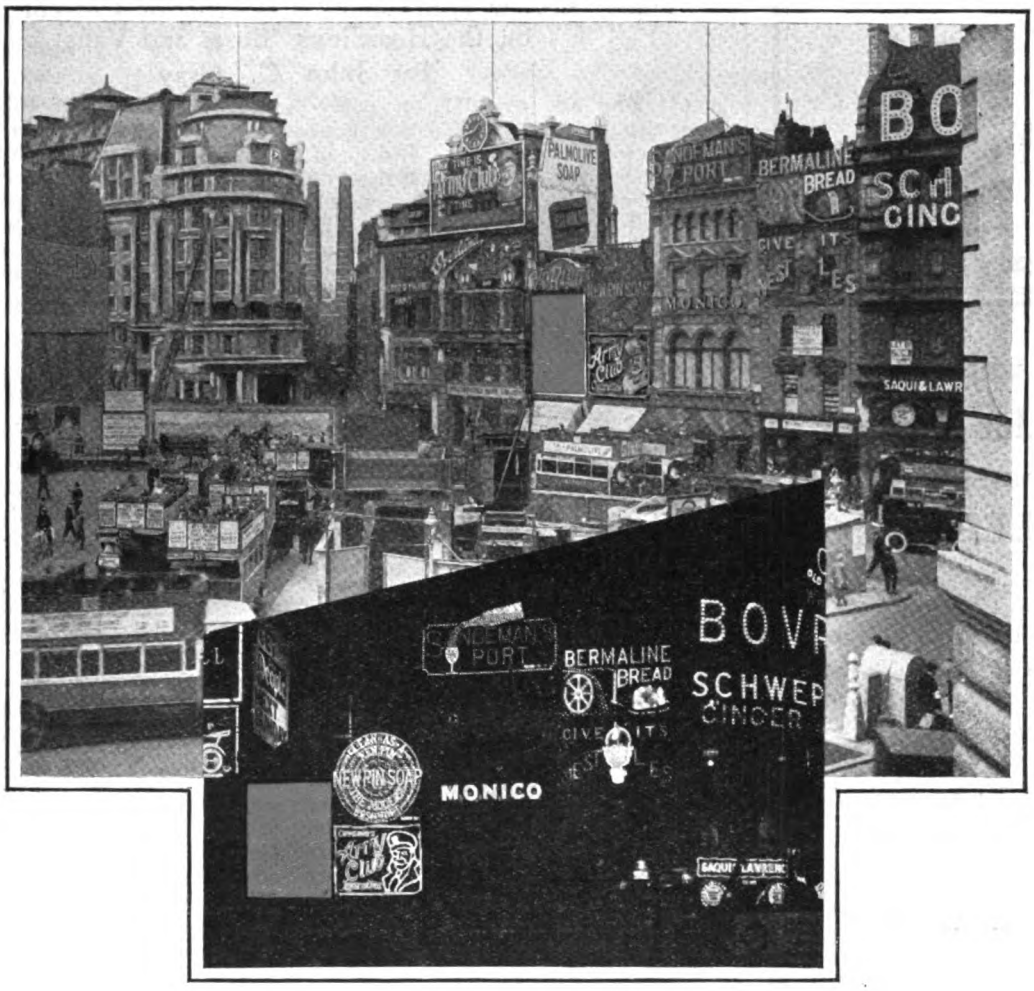
"Can you say anything as to the extent to which the country is at present covered with posters? Are the hoardings overdone?"

"No, I should say not. There is plenty of room for hoardings yet, but, on the other hand, space is getting more valuable every day, and the charges made for the utilisation of it suggest that. This shows the growing popularity with manufacturers of poster advertising. I can be quite plain on that point. Hoarding space is getting more expensive every year; the production of posters is getting more expensive every year; everything connected with the business is getting more expensive. But then I should not care to think that the growth is any more extensive than the growth in the cost of newspaper space. I should not say that the country is by any means over-postered; in fact, I am sure it is not.

"The more I look at posters, the more amazed I am at their beauty and the artistic perception they suggest. There has been a wonderful improvement in the poster since I first remember it."

Keying Posters

While the value of keying at all times is a matter of question with ordinary newspaper publicity, it is unusual for posters to be keyed for replies in any form. An exception appears on the bill now being employed on the railway stations to draw attention to the claims of Ilfracombe as a holiday resort. Observers of the bill are requested to apply to "P. Oster, Town Hall, Ilfracombe."



AS POPULAR AS CUPID.

When Eros returns to the "Circus," let your Electric Sign greet him, and your goods will share his popularity. Of all London's statues, Eros is perhaps most in the public eye, because Piccadilly Circus is the Hub of the Universe, and he is therefore "in the limelight."

The electric sign site shown above (previously occupied by 'Venus Pencils') is NOW available. For rates and particulars apply:

Chas. J. Lytle

'Phone: Gerrard 9870 (14 lines)

BORO' 10,000 SITES

BOROUGH BILLPOSTING Co

(PROPRIETORS - ODHAMS PRESS LIMITED.)

57, 58 & 59, LONG ACRE, LONDON, W.C.2.

Gen. Manager

'Grams: Borobilpo, Rand, London

From
8th March, 1926,
the address of

Sheldons Ltd

will be

**Sheldon House
Queen Street
LEEDS**

The new building will house a considerably enlarged organisation necessitated by an ever-expanding business of

Service Advertising
Press and Poster

Here everything in Advertising will be handled from Market Research to Tabulating Results on the Sheldon Open Contract Plan.

Telephone : 29047
Telegrams : "*Placards Leeds*"

LTD

Established 1840

The Month on the Hoardings

Frank Review and Candid Criticism of Current Posters on the Hoardings, 'Buses and Vans

By John G. Gray

SO long ago as 1911 an enterprising firm of billposting contractors, Sheldons, Ltd., of Leeds, conducted a series of experiments with a view to discovering the relative legibility of letters in various colours and on different coloured grounds. The most striking result of these tests was the conclusion reached that black letters on a white ground were far less legible than several other combinations. Another rather surprising discovery was that yellow letters on a black ground were almost as easily read as black letters on white. Many other experiments have since been made by other investigators, but so far as I know these two findings have not been upset.

The matter is of some interest at the present time because there appears to be a growing tendency to-day to produce posters on a black ground. Of course, legibility is not the only consideration in a pictorial poster, and in order to strike a new note an advertiser or a designer may justifiably use a colour combination which is inferior judged by legibility tests to another combination which happens to be very much used by other advertisers at the time. Unless a poster has that quality of freshness which an advertising man can instantly recognise it will fail to attract observation, even though a myopic person could, if set to the task, make out every line of the design from half a mile away.

For the moment black grounds are, if not a novelty, at least an exception to the general run. They are rare enough to stand out boldly against most other posters—if the black ground has been wisely used. Undoubtedly yellow is the colour which "lifts" best on a black ground. Red is probably about the worst.

An illustration of this will be in everybody's mind. Some months ago a very clever poster by a brilliant artist, Jean D'Ylen, was issued on behalf of Sandeman's port. It was called "The Pride of Portugal," and it showed a girl in a red costume against a black ground. Very soon it was followed by another poster by the same artist. The new poster also has a black ground, but the figure, that of a dancing girl, is in bright yellow. I have no authority for saying that the change was consequent on the realisation of the poor visibility of the first poster, but at any rate the improvement was a remarkable one. The new poster stands out boldly in any company, and even by the dim light of a street lamp it is easily legible when other more gorgeously-hued rivals have faded into the wall.

Red, of course, may effectively be used in posters with a black ground, but the red should not be placed immediately against the black. The Heinz Tomato Ketchup poster noted last month is quite good judged by the standard of visibility, but the red tomatoes are set off by bright green leaves. It will be realised that an advertiser or agent who is contemplating the use of a poster with a black ground should subject the design to careful tests to ascertain whether it is easily legible before deciding upon printing.

So much with regard to visibility. There are other considerations, however, which often render the use of a black ground advisable. A black background can be used to give an intriguing air of mystery, and would be often very appropriate in posters advertising cinema and stage plays, serial stories in newspapers and so forth. Again, black may be the best



ground when the only thing to be shown against it is a faithful representation of the product of the advertiser. An example of this is the K.L.G. Plug poster, which has just been issued. There may be more than one opinion whether the best way to advertise a sparking plug is to show a picture of it, but assuming that that is what you decide to do there is no better way of doing it than the simple, direct way which has here been



adopted. The slogan, too, "Fit and forget" is one which will make a strong appeal to the motorist whose sparking plugs by their inefficiency attract undue attention to themselves.

Mr. D'Ylen has also designed the Ripolin poster here reproduced. Like many other designs by the same artist, it shows a dancing figure against a black ground. In this instance the figure is that of a house-painter, in a white smock and with a straw hat on his head, but the face has something of that peculiar elfish character which is to be found in most of D'Ylen's figures. The diamond-shaped pattern at the base is particularly clever.

The Southern Railway is also using a black ground for some bills calling attention to their cross-Channel services. It is pointed out that the Southern Railway is "A Key to the Continent," and a huge key in light blue on purple placed diagonally on the background shows the regions which may conveniently be reached by the Southern route and the ports at which the traveller embarks and disembarks. The basic idea is an excellent one, but the lay-out of the bills is a little fussy. In the opposite direction to the key runs a diagonal band of colour with a kink in the middle. What the object of this colour band is I cannot guess, unless it is supposed to give formal balance to the diagonal of the key, but the effect of it seems to be to interfere unnecessarily with the lettering on the poster. The

I always feel a little humble

when confronted with a poster.

It's such a big affair.

Such a magnificent way of telling me to use a match, smoke a cigarette or beware of influenza.

Who am I that I should not listen when a wonderful gentleman in gold braid and chains asks me to remember the name of a polish?

Who am I that I should turn my back on a beautiful lady, ten feet high, when she tells me she can make wonderful soup?

Who am I that I should see half the wonders of a rollicking show before I've bought a ticket?

When these majestic ambassadors of Trade come to me for my pennies and shillings,

Who am I to refuse them?

The Man on His Way.

ISSUED BY THE UNITED BILLPOSTERS ASSOCIATION (REGISTERED), 31, GREAT JAMES STREET, BEDFORD ROW, LONDON, W.C.1.

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-tone Work.
NO BLOCKS Required.
CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

Overseas Advertising
Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.
D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams: Remyek, London.

TO ADVERTISING MANAGERS
Do Yourself Good and Your Firm a Kindness by writing personally to
A. F. Sergeant, F.R.S.A.,
LILYWHITE, LTD., TRIANGLE, HALIFAX,
for details of Photographically Compelling Sales Increases. Patented and Registered.

50%
is a lot better value
BUT
in spacing and bordering
every poster free of charge

The PORTSMOUTH and DISTRICT BILLPOSTING CO., LTD.,

ACTUALLY GIVE EVERY CLIENT THIS GREAT ADVANTAGE ON SOME OF THE FINEST POSITIONS IN THE KINGDOM.

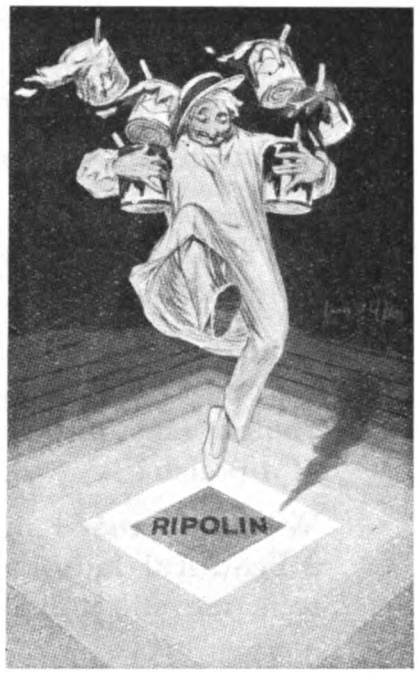
74-78, ARUNDEL STREET,
PORTSMOUTH, HANTS.

J. M. GODFREY, Managing Director.

Sell to
300,000
Buyers
through
MORISON
HOARDINGS!

Write for information to
MORISON'S
ADVERTISING AGENCY (HULL) LTD
BILLPOSTING DEPT.,
ALBION ST.,
HULL
ADVERTISING SINCE 1893

"Key to the Continent" idea is also used in a series of smaller bills in various colours. These bills are to be exhibited in the Underground cars.



With this advertising of the Southern Railway as a means of reaching the Continent is allied a campaign intended to interest the public in holidays abroad. A series of six posters by well-known artists is being issued. The first, which has just been produced, bears the head, "An Idea for Your Holiday—Holland." Below is a picture by Mr. E. A. Cox of the Market Place at Middleburg on a market day. It is a design which will appeal both to the serious antiquary and also to the man who takes a more superficial interest in scenes and customs which are novel to him. Mr. Cox's design is very rich in colour. It is perhaps, a little overcrowded with detail. By the same artist is another poster of the same series, advertising Picardy (Boulogne). The other four posters are by Mr. W. W. Collins, Mr. Norman Wilkinson, Mr. Donald Maxwell and Mr. Leonard Richmond. If the standard set by the first of the series is maintained in those to follow the campaign should prove a very fruitful one.

Another clever Southern Railway poster has been designed by Mr. Aubrey Hammond. An old gentleman with a blissfully happy smile on his face is sitting in an armchair, the wings attached to which symbolise the idea of motion. Below is the exhortation, "Go first-class. The extra comfort is absolutely worth your while." I seem to remember an Underground poster which used a similar notion, but in any case, Mr. Hammond's embodiment of it has qualities of its own.

The pun which is the motive of the poster "A Great Reider," advertising Reid's Stout, is not brilliant, and by itself would occasion a smile only of recognition, but the artist, Mr. Tom Curr, has made more out of the idea than might have seemed possible, and the poster must be considered potentially a very successful one. Mr. Curr's genial old gentleman with his books and his glass of stout is a character whom it might be worth while to keep alive.

The quality of freshness referred to before as being essential to a good poster is surely possessed in superlative degree by the new Sunlight poster which proclaims that Sunlight Soap "lightens work." The verbal message, however, is comparatively unimportant. The main purpose of the poster is to invest the usually dreaded washday with pleasant associations and to connect the housewife's pride in spotlessly-clean linen with that admirable cleansing agent, Sunlight Soap. The poster is most attractive in itself, quite apart from its merit as a publicity instrument. The colour is bright and clear, the lighting is delightful, and the poise of the figure is admirable. Moreover, the poster has an antiseptic—or, better still, an aseptic—flavour about it which is very appropriate in an advertisement of soap. The poster was designed by the Carlton Studio.

The new Pears' Soap poster, showing the familiar brown tablet in a wire



basket on the side of a bath is not so good. The design is momentarily attractive, but it is quickly exhausted, even for a poster. And the line "Transparent—therefore pure" is of doubtful value. Probably it never occurs to anyone to question the purity of Pears' Soap, the reputation of which is certainly as high as any. But is transparency a proof of purity? That it is so is hardly self-evident, nor is the converse, that opaque soap contains impurities.

Two bills have just been issued on behalf of the *Boy's Own Paper*. The pictorial designs certainly suggest

that the right sort of boys read this journal, but "typically British" might equally be applied to most of our juvenile periodicals, good and bad. "1/- monthly—and worth it!" too, is weak. "For over 40 years the world's best magazine for boys" is better. A magazine does not last forty years unless it is meeting a large and steady demand, and of course, this particular magazine enjoys a prestige which is unique among boys' papers.

The *Woman's Magazine* bill, just out, is aimed at a more adult class.

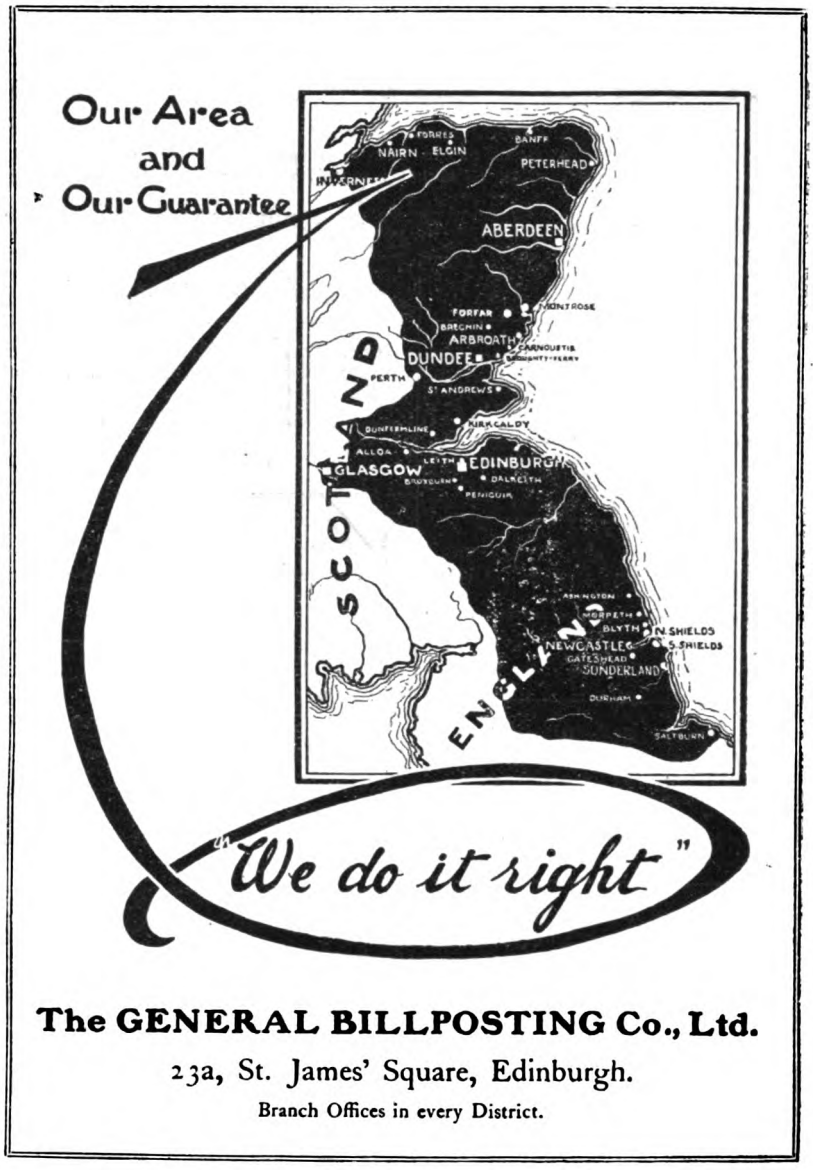
The Seafar Advertising agency has submitted a double-crown sheet bill advertising the Elm Park residential estate, North Acton. In the centre are two lithographed reproductions of architects' tinted drawings of typical blocks of houses on the estate. Above and below and on either side of these pictures is lettering, and the whole



thing is contained in a sort of architectural framework for which no warrant could be found in Vitruvius or any other authority. Apart from the absurdity of these eccentric Ionic columns and the curious horizontals which connect them, a border of this sort is quite incongruous in a bill advertising modern suburban dwellings. The lettering down the sides of the pictures, too, is irritating to the eye, and the general effect of the poster is not assertive enough.

Sir Bernard Partridge has designed for Vinolia a bill dominated by a colossal figure of Britannia, with an English village landscape in the background. Those who like Sir Bernard's *Punch* cartoons will like this design; those who are weary of his stodgily grand manner will be bored by it.

Mr. Sep. E. Scott's latest poster, for Mitchell's Prize Crop cigarettes, has not greatly impressed me.



The GENERAL BILLPOSTING Co., Ltd.

23a, St. James' Square, Edinburgh.

Branch Offices in every District.

Use the

WOMAN'S MAGAZINE

and secure the best Results

Telegrams: Tracts, Fleet, London.
Telephone: Central 8428-8429.

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

INDIA
AFRICA
AUSTRALASIA
CANADA
FAR EAST
WEST INDIES
as well as
THE
UNITED
KINGDOM

For **OVERSEAS ADVERTISING**
***as well as for* HOME PUBLICITY**
CONSULT

STEELE'S

ADVERTISING SERVICE, LTD.,
Norfolk House, Norfolk Street, LONDON, W.C.2.

REGISTER OF BILLPOSTERS

Announcements in this Special Section are published in the first issue of every month, and restricted to the names and addresses of Billposters. Orders cannot be accepted for less than 12 monthly insertions, the charge for the whole year being £2 12s. 6d. net.

ABERDARE

The Aberdare Valley Billposting & Advertising Co., Public Hall, Cardiff Road.

BLACKPOOL

Blackpool Billposting Co., Ltd., 167, Church Street, Blackpool. 250 Stations.

BOLTON

The Bolton & District Billposting & Advertising Co., Ltd., Paley Street.

BROMSGROVE

Bromsgrove & District Billposting & Advertising Co., Caxton House.

CORNWALL

Camborne Printing and Stationery Co., Ltd., Market Square, Camborne.

Cornish Echo Co., 13a, Church Street, Falmouth.

DERBY

The Derby & District Billposting & Advertising Co., Ltd., 44, Siddals Road.

EDINBURGH

Nixon, Ltd., 61, Elder Street.

EXETER

James Townsend & Sons, Little Queen Street.

FALKIRK

Mackie & Co., Mail Buildings, Manor Street, Falkirk.

GRAVESEND

Gravesend & District Billposting & Advertising Co., Ltd., 15, Wrotham Road, Gravesend.

GREENOCK

G. & A. Woolley, Ltd., 25, Brynmer Street.

GRIMSBY

W. H. Jackson & Co., 318, Victoria Street. 'Phone 2829.

HEREFORD and District

Midland and Welsh Advertising Co., Ltd., Midland Bank Chambers, Hereford. 'Phone 2631.

HORWICH (LANCS.)

Fletcher & Co., Longworth Road.

HULL

Hull & Grimsby Billposting & Advertising Co., Ltd., 12, Bowlalley Lane.

Morison's Advertising Agency (Hull), Ltd., Albion Street.

LEEDS

Sheldons, Ltd., 85-87, Cookridge Street.

LLANELLY

Llanelly & South Wales Billposting & Advertising Co., Ltd., 8, John Street.

LONDON

Chelsea, Battersea Billposting Co., 90, Sydney Street, Chelsea, S.W.3.

A. Leopold & Co., 531, Holloway Road, N.19.

LONG EATON

R. Hill & Son, Ltd., 23, Craig Street, Long Eaton.

MANCHESTER

Manchester Billposting Co., Ltd., 86, Peter Street.

Managing Director: Joseph Crooke-Grime.

PAISLEY

G. & A. Woolley, Ltd., 60, Old Sneddon.

PLYMOUTH

Devon & Cornwall Billposting & Advertising Co., Ltd., 153, Union Street.

The Lidstone Billing Co., Ltd., 7, The Octagon, Plymouth.

PONTYPOOL

The Eastern Valley Billposters, Beechgrove, Pontymoyle.

PORTSMOUTH

Portsmouth & District Billposting & Advertising Co., Ltd., 74, Arundel Street, Portsmouth.

South Hants & Boro' Advertising Co., Ltd., 1, Greatham Street.

ROCHESTER

The Rochester, Chatham & District Billposting & Advertising Co., Ltd., 320, High Street.

STOKE-ON-TRENT

Stoke-on-Trent & North Staffordshire Billposting Co., Ltd., 11 & 13, New Street, Hanley.

WOLVERHAMPTON

The Wolverhampton & District Billposting & Advertising Co., Ltd. Head Office: 4, St. George's Parade, Wolverhampton.

WORCESTER

Smith & Co., Worcester Billposting Co., The Trinity. Tel. No. 347.

Advertiser's Weekly
Friday, March 12, 1926

OCT 7 1926

THE SELLING SIDE OF SCIENCE

The Advertiser's Weekly

4D A COPY
20/- a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



"Does the Advertising Value of 'PUNCH' ever die?"

is the question asked by THE PEPSODENT COMPANY, when sending along a coupon received from Warsaw, Poland, at the end of January, ***1926,*** which appeared in an advertisement in "PUNCH" on the 16th of August, ***1922.***

Put your Advertisement in "PUNCH" for all the world to see

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, Fleet Street, London
E.C. 4

When you advertise in the "Sunday Pictorial" you are Broadcasting in print.

The week to week circulation figures for the last three months of 1925 are as follow:—

October	4	2,302,691	November	15	2,264,126
,,	11	2,330,959	,,	22	2,390,295
,,	18	2,325,995	,,	29	2,416,983
,,	25	2,308,404	December	6	2,369,046
November	1	2,302,232	,,	13	2,342,761
,,	8	2,268,268	,,	20	2,327,090
			,,	27	2,353,593

The above figures are exclusive of all Free, Voucher, and Complimentary Copies.

The Sunday Pictorial

CIRCULATION WELL OVER TWO MILLION COPIES PER ISSUE

Specimen Copy, Rates and Full Particulars will be sent on application to

'Phone:
Central 3440 (Seven Lines)

SIDNEY D. NICHOLLS
ADVERTISEMENT MANAGER
Geraldine House,
Rolls Buildings,
Fetter Lane,
E.C.4.

Telegrams:
"Sunpicad, Fleet, London."

THE GRAPHIC. DRAWS REPLIES —

The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

THE GRAPHIC. — IF YOU ADVERTISE.

Vol. 49 FRIDAY, MARCH 12, 1926 No. 668

The Week in Advertising

New Merchandise Marks Bill—Indication of Origin on Imported Goods—The Case of Foodstuffs

PARLIAMENT will shortly be considering the important Bill presented last week by the President of the Board of Trade "to require an indication of origin to be given in the case of certain imported goods." The full title is "Merchandise Marks (Imported Goods) Bill," and it amplifies the provisions of the existing Merchandise Marks Acts 1887 to 1911.

The principal provision of the Bill is in Clause I., which enacts that it shall not be lawful to sell, expose for sale or distribute by way of advertisement in the United Kingdom any goods which bear any name or trade mark being, or purporting to be, the name or trade mark of any manufacturer, dealer or trader in the United Kingdom, if the goods are not produced here, or wholly or mainly manufactured here, unless the name or trade mark is accompanied by an indication of origin.

An Order in Council will give the necessary power to require indication of origin in the case of certain imported goods, the representation to the Privy Council of the need for such an Order being preceded by an inquiry to be held by one of two Committees appointed under the Act. One Committee will be the Agricultural Produce Committee which will be charged with inquiries relating to agricultural and horticultural produce and the produce of any fishing industry. The Second Committee will deal with inquiries relating to any other kind of goods.

Provision is made for the case of goods on which the mark of origin cannot be stamped or otherwise effectively displayed. They must be distinguished from similar goods manufactured in the United Kingdom by some form of distinctive colouring or other variation in their make-up. Goods of this kind again must be differentiated in two classes—those coming from foreign countries and those coming from British Dominions.

The Order in Council requiring indication of origin must specify in each case (*a*) the manner in which the indication is to be applied to the goods or the means by which the goods are to be made distinguishable; and (*b*) the date (not being a date earlier than three months from the date of the making of the Order) on which the Order is to come into force. Also, if it relates to foodstuffs, the Order must specify whether the goods are to bear the mark of origin at the time of importation or of exposure for sale wholesale.

The penalties for contravention of the new provisions will be the penalties under the existing Merchandise Marks Acts, and it is to be noted that samples of goods to which an Order in Council applies will also have to bear the mark of origin or other prescribed distinguishing marks before being shown to prospective purchasers.

The new Act, if it is passed by Parliament, will be administered by the local authorities so far as relates to the sale of foodstuffs.

The proposals have an obvious and far-reaching effect on marketing in the United Kingdom, and the debates on the Bill in the House of Commons will be watched with great interest.

THIS WEEK'S PAPER

A Final Word on Securing Wholesaler Co-operation—By Cecil Chisholm

Nine Important Points Summarised

My Opinion of the "Advertiser's Annual"—By J. C. Ackerman

With Further Opinions from many other Satisfied Readers

The Selling Side of Science—By Daniel Bonney

A Review of the National Benzole Campaign

Why Advertisements Ought Not to be Taxed—By Gilbert Russell

And All Regular Features

Ad. News in Brief
Publication Notes and News
Club Notes and News
Letters to the Editor
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

A Final Word on Securing Wholesaler Co-operation

Nine Specific Methods Disclosed—The Problem of Price-cutting—Must Some Manufacturers Re-consider their Wholesale Relations?

By Cecil Chisholm

DURING the past month, the question of better wholesaler co-operation has been thoroughly ventilated in these columns. The manufacturer, the advertising man, and the wholesaler himself have all had their say.

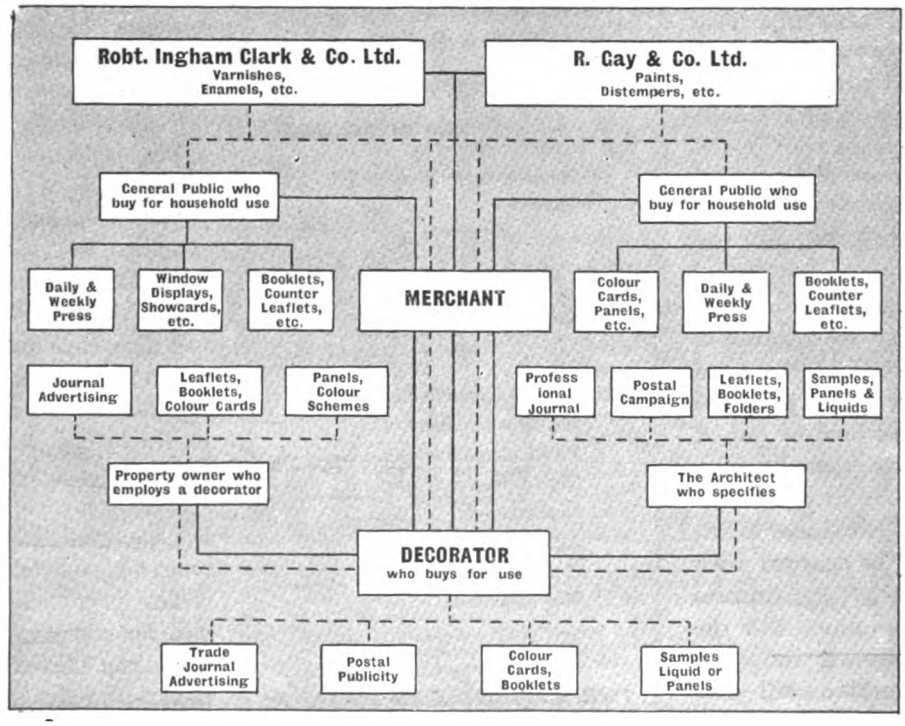
Incidentally, an unusual amount of interest has been evinced in the problem. It is certainly a burning question in many industries.

One correspondent, for instance, wants to know where he can find active wholesalers, firms such as I described a few weeks ago, to push his own product.

In this matter every manufacturer must be his own pioneer. There are no lists of efficient (or even otherwise) wholesalers published. True, the ever fortunate boot and shoe trade has a list published by one of its enterprising trade journals, but, generally speaking, the trial-and-error is the only method available to the maker who desires to secure the co-operation of the more enterprising wholesalers.

Another correspondent would like to know how Messrs. Ingham Clark were able to use the chart of sales channels, to which I referred. In order to make this clear, I am printing the chart herewith.

A glance will show its possibilities. Actually, it became a big lever in the makers' hands during one of the sales talks to the merchant's travellers. It was placed on a large blackboard, with the centre or hub missing. From this void emanated lines to consumers and from the manufacturers. After the main talk, the distributors were shown that the hub of the whole of the organisation was the wholesale distributor, whose name was then put in the centre of the picture.



The chart of sales channels used by Messrs. Robert Ingham Clark and Co., Ltd., to dramatise the position of the wholesale distribution in sales

Could there be any more dramatic way of proving to the wholesaler the manufacturer's belief in his function?

Someone else wonders how the copy of Messrs. M. C. D. Borden & Sons was displayed in the trade Press. On the next page will be found the reproduction of the double page spread in which the copy referred to (ADVERTISER'S WEEKLY, January 22, page 131) was used. This advertisement appeared as a double-page spread in two colours in the *Dry Goods Economist* a few months ago. I think my readers will agree that here is an original idea, brilliantly executed.

In his article three weeks ago, Mr. C. A. Coulter Walker showed how Messrs. John Sankey & Sons, Ltd., of Manchester, had successfully pushed the sale of their dry soap by allowing a special bonus of 1s. per gross to the wholesaler. This bonus was paid on the understanding that a considerable percentage of it went to the travellers.

A friend of mine in an allied line tells me that he has quite rejuvenated his sales in Holland of certain *de luxe* articles of toilet by allowing an additional 7½ per cent. to wholesalers sending in orders valued £30 or more.

This stimulus has had the double effect of (*a*) increasing business, and (*b*) cutting out the additional cost of handling small orders. My friend estimates that the new system saves him something like 3 per cent. of the 7½ per cent. in packing and freight alone. The remaining 4½ per cent. is easily covered by the increased volume of business done.

One of my readers wonders whether it would be possible for the wholesaler to provide the retailer with form letters such as very many manufacturers supply. Certain of the American wholesalers, in assisting their retailer friends to meet mail order competition, have successfully tried this method.

Messrs. Carson, Pirie Scott & Co. have used this scheme to push the sales of silk hose. They prepared an exceedingly clever letter addressed to the average business man, offering him six pairs of socks for cash. The prospect was entitled to wear one pair out of the box as a test. If he were dissatisfied with these, his money would be returned, on his bringing in the socks to the retailer concerned.

Obviously, if the wholesaler becomes so enterpris ng as this, it is clear that he will earn a relatively high rate of commission. For he is definitely relieving the manufacturer of a great deal of detail work. It will be noticed that Sir Edward Penton also organised special campaigns through the mail on behalf of his manufacturers. But these, of course, are normally directed to the retailer, and not to the consumer.

As the result of this discussion, therefore, we have dug up nine distinct methods for improving wholesaler co-operation. I have set them out in a panel opposite for

your convenience. Hitherto I have discussed merely the methods which will encourage the wholesaler to work on behalf of the maker. But it must be realised that, before co-operation such as I have described can be secured from the wholesaler, he must be satisfied that you, as a manufacturer, are treating him fairly. Too often the maker in this country is amazingly ignorant of the real state of the wholesaler's feelings.

One has only to look at the chocolate industry to realise this. Few industries in the country should be better able to maintain the prices of their well-advertised goods. It is a highly organised industry; it advertises efficiently; it has a long history of successful wholesaler and retailer co-operation to its credit.

Yet what is the position in that industry to-day?

Its efforts at price maintenance are becoming more and more of a farce. A couple of years ago, a member of the staff of the ADVERTISER'S WEEKLY investigated price-cutting in an area of London. His conclusion was that the failure to maintain prices was almost complete. It is not too much to say that to-day there are two houses cutting prices in the average London and provincial shopping centre for one that was cutting them two years ago.

Why is this?

The makers say that the trouble is due to increased retailer competition, intensified by the methods of the confectionery stalls in the markets which sprang up all over the country during the war. But the big wholesalers will tell you that it is due to the makers allowing smaller wholesalers to slice prices both in buying and selling. The successful price-cutting retailer maintains that it is the result of his own appreciation of the possibilities of "small profits and quick returns."

There is a considerable amount of truth in all these arguments. But none of them presents the situation completely. Meanwhile, the present position tends to bring advertised prices into scorn throughout the country.

What is the solution? To my mind, the only hope lies in a definite effort on the part of the manufacturers to maintain prices (*a*) by standardising their prices to the wholesale trade, and (*b*) by co-operating more closely with the wholesaler.

Because the trend of transport and credit conditions has strengthened the hands of the wholesaler in many trades, he is able to give better support to the maker than was formerly usual. On the other hand, where his relations with the makers are strained, he is taking his revenge in full measure. Thus advertised goods are having their prices cut; while unadvertised goods are being pushed by both the wholesaler and his customers.

It will be suggested that to limit the number of wholesalers used by the maker to those willing to maintain prices may solve the problem. Usually this course has completely failed, save in the case of specialities. In the case of a popular commodity like chocolate, the maker cannot afford to restrict his avenues of supply. If he does, he sacrifices a proportion of the selling force of his advertising.

The important question that arises is — have certain makers over-emphasised the conflict of interests between themselves and the wholesalers? I think that the wisest minds in marketing both in America and in this country are agreed that this is one of the central facts of the situation, where price-cutting is rife.

So keenly is this felt in the United States that one wholesalers' and retailers' body, the National Supply and Machinery Distributors' Association, has invited manufacturers to associate membership in its organisation. Naturally, this offer has aroused criticism. Yet it is receiving the support of many of the ablest wholesalers in the trade.

Here are the six advantages which the Association hold will accrue to manufacturers taking up associate membership:

(*a*) They will prove to the wholesalers that they believe in the value of their services.

(*b*) They will secure constant information throughout the year on matters of interest to those in the industry.

(*c*) Associate membership carries with it the privilege of consultation with and advice from the officers of the Association with reference to proposed selling policies.

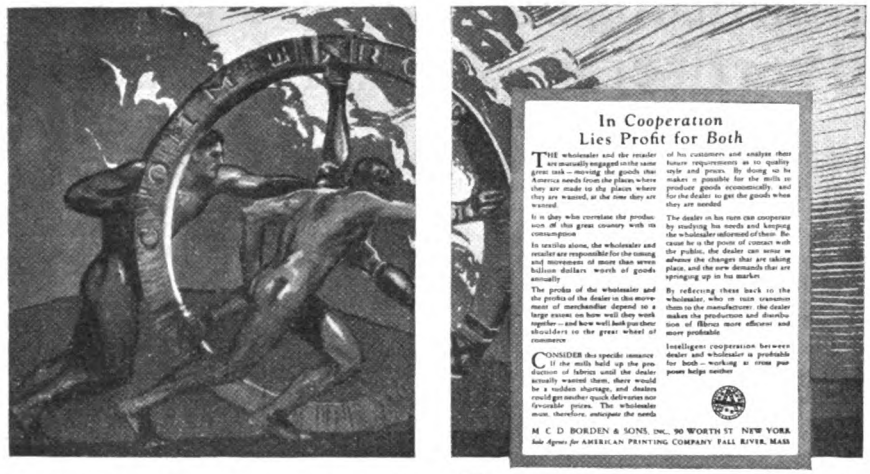
(*d*) Manufacturers affiliated with the Association will be listed in the directory to be issued shortly, along with the areas they cover.

(*e*) Makers will be entitled to all privileges at conventions, including space at an exhibition of new goods to be held in connection therewith.

(*f*) Makers will also be entitled to use the credit bureau.

May I end this discussion as I began it—by insisting that the position of the wholesaler in many trades has improved. He is beginning to realise that the advertiser is his legitimate client.

Finally, certain conditions have put so much power into the hands of the wholesaler that it may be well for many manufacturers to reconsider their relations with him, with a view to improving them, and thus securing better co-operation.



One of Messrs. M. C. D. Borden and Sons' striking advertisement appeals to wholesalers in the "Dry Goods Economist"

NINE METHODS OF IMPROVING WHOLESALE CO-OPERATION

1. Sales talks with the wholesaler's travellers.
2. A wholesalers' conference at the works.
3. Advertising in the trade Press in support of the wholesaler.
4. Offering the wholesaler full facilities of the works for sales purposes.
5. Arranging for the wholesaler's travellers to visit the works periodically.
6. A competition with cash prizes for the wholesaler's travellers.
7. A touring motor-coach for demonstration to wholesaler's salesmen and retailers.
8. A bonus to the wholesaler's travellers.
9. Arranging for mail-order work by the wholesaler.

My Opinion of the "Advertiser's Annual"

By J. C. Akerman

FOR everyday practical value the ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK, 1925–26, is the best publication that has yet been produced for the guidance of men and women in every branch of the advertising business.

I was the publisher of the first ADVERTISER'S ANNUAL fourteen years ago, and the great advance of the new work on that first publication of 1912 is in perfect accord with the progress that advertising generally has made since those days. The pioneer work that we accomplished before the war in the direction of collating facts about the advertising business has had to be done again, step by step, for the new volume. Obviously this has been done with such thoroughness that in the present work is co-ordinated much information that has never before been brought between two covers.

It constitutes a very complete review of modern advertising methods and media, for the book has evidently been edited for the use not only of those intimately engaged in the business and routine of advertising, but also of advertisers and even prospective advertisers. From that point of view the ADVERTISER'S ANNUAL demonstrates very worthily the present sound state of the advertising business.

Comprehensive

All branches and activities of advertising seem to be very thoroughly covered—of course, only continual day-to-day use of the volume will determine how thoroughly, but I believe that it will emerge very successfully from this acid test. The division into sections of the many interests covered makes reference to any wanted fact easy and rapid, although the fourteen sections cover some 340 pages of closely printed matter. These sections deal with matters and interests ranging from the London dailies—and their rates—to the important point of the attractive packing of goods.

This is warm praise that I have given the ADVERTISER'S ANNUAL. But it is a work that merits praise from advertising men and women.

I have, however, one or two criticisms and suggestions to make. The section that deals with advertising agents and consultants is a very important one, and it will undoubtedly be widely and frequently referred to, especially, perhaps, that part which deals with those who offer specialised and technical services. I think, therefore, that some distinction should be made between the advertising agents who are trained and equipped to render service and those who merely receive advertisements, for which no training is necessary. From the point of view of many newspapers, practically all newsagents are advertising agents in so far as they forward small advertisements on a commission basis. The list of agents in the ADVERTISER'S ANNUAL seems to run to some 600 names, and all these concerns are probably not recognised. In any future issue it might be a good plan to indicate by a distinguishing mark, such as an asterisk, which of the agents listed are members of the Association of British Advertising Agents. This is a very important matter for newspaper managers, and I am sure that the executive of the A.B.A.A. would co-operate with the publishers of the ANNUAL in order to give this service.

Noteworthy

In the Press section the addition of the advertisement rates to the particulars given about publications is an advance on anything that I have seen in Press directories. This is a particularly noteworthy achievement in the Colonial and Dominions publications section.

But while it is a convenience for advertisers and agents to have these facts so closely collated, rates are a changing quantity and in some cases will soon be out of date. It is difficult, however, to see how this could be overcome, and undoubtedly the statement of the rates gives advertisers a very fair guide as to how far their appropriations will go.

The articles that precede each section have been very thoughtfully written and, even where they are not signed by eminent advertising men, seem to have emanated from authoritative sources. The most seasoned expert is likely to find in them some inspiration and ideas on all sorts of advertising subjects.

A record of particular interest is contained in the "Convention Year Book" section of the ANNUAL, which gives the official story of the first British Advertising Convention at Harrogate last July. Probably it will appeal with special force to those who were there for its lucid exposition of the events—all landmarks in the history of British advertising—which they saw staged, but everyone will find it of perennial usefulness as a condensed résumé of advertising standards and practice in every field.

Timely

The ANNUAL is late in publication, but no one can say that it is not timely so far as the Convention Year Book is concerned, for British advertising men and women are now turning their thoughts towards Blackpool, and this Harrogate report serves as a reminder of the solid work and inspiration that has already been achieved in a British Convention.

The record of the activities of the Clubs and Associations responsible for the Convention shows the very healthy state in which the advertising business is at present.

If this Convention Year Book is to be a fixed feature of future issues the ANNUAL will be assured of regular subscribers.

The ANNUAL is an ambitious attempt to provide a work of reference to which advertising men and women will be able to turn as a daily guide and helper in all their schemes, and the publishers have succeeded in their efforts to a really remarkable degree. Information on practically all those little questions that are continually cropping up in the best regulated offices—in fact, particularly in the best regulated offices, where every fact is confirmed—is to be found within its covers.

Lastly, from a glance through the advertising pages of the book it is abundantly clear that we all believe in the business we are engaged in, for the publication has been very widely supported.

"It was Worth Waiting For"

Readers' Appreciation of the "Annual"—Comments, Criticism and Comp iments

THE great mass of correspondence received by the Editor of the ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK since publication on March 1, is marked by the readers' appreciation of the fact that the work is pre-eminently practical. When a business man like the managing director of McDonald & Martin writes:

"As soon as it arrived I found it of service,"

then it is clear that a book of real value has been produced.

The reputation for helpfulness and reliability which has been steadily built up for the ADVERTISER'S WEEKLY has been inherited by the ANNUAL.

More than 2,000 advertisers and advertising men, all of whom know the WEEKLY, realised, before ever the ANNUAL was issued, that we should produce a book worth buying, and they subscribed for it. Now that they have received it they have found that the investment is even better than they expected. Here are some representative opinions:—

Miss Marion Jean Lyon,
Advertisement Manager, "Punch."

You are to be congratulated on the excellence of the production from every standpoint.

It seems to me to be done so thoroughly that it should find a niche in the business

(*Continued on page* 420)

The Selling Side of Science

Marketing the Products of the Laboratory—How Benzole is Branded and Sold to the Motorist Ready for Use

By Daniel Bonney

THIS is not only the greatest age of scientific achievement. It is also, equally important, the age of the adaptation of science to the everyday needs of man, the age when science is brought to the shop counter. Chemists and physicists are no longer left to plough the traditional lonely furrow in laboratories remote from contact with the outside world of affairs. They have become active allies of commerce.

Wireless has grown in a few years from a curiosity of electrical phenomena to a vast industry. The internal combustion engine has leapt from the bench of the experimenter into the forefront of modern commercial products in little more than a quarter of a century. We have developed an unprecedented ability to market the discoveries of science rapidly and cheaply, which has been the main factor in putting our times centuries ahead of those of our grandfathers if we measure by an average of the previous progress of mankind.

Modern methods of marketing, of which advertising is the basis, have given us this power. Production is, of course, important, but Britain, at any rate, has seldom lacked the craftsmen to supply any demand. The demand's the thing, and we are to-day developing the selling side of science.

There are few more striking examples of this development than that provided by benzole spirit, which may now be obtained in commercial form, mixed with petrol and branded, at thousands of wayside garages. Benzole spirit was discovered by Michael Faraday in 1825, but practically no use was made of this now-important by-product of coal until well into the present century. Prior to the war a certain amount was exported, principally to France and Germany, and was generally used for the manufacture of aniline dyes. Some, however, was used in France by transport concerns as a motor fuel. During hostilities the production of benzole was absorbed in munitions.

Since the war its properties as a motor fuel have been fully exploited by an up-to-date scientific marketing scheme, with the result that the production of benzole in Great Britain has increased considerably, and the major proportion is used as a fuel for internal combustion engines.

The first step in the marketing of British benzole in large quantities for the motorist was the organisation of an association of manufacturers and the formation of the National Benzole Co., Ltd., as a selling and distributive company for the spirit.

While pure, or unmixed, benzole spirit makes an excellent motor fuel it has certain disadvantages from the point of view of the average motorist or transport concern. It is considerably more expensive than the ordinary brands of petrol and it naturally calls for some adjustment of the carburettor.

The common practice was to mix a certain proportion of benzole with petrol, but this was found not only to be exceedingly unsatisfactory and difficult, but expensive.

It is a mistake to imagine that if petrol is poured into a tank containing benzole the two products automatically mix, as the petrol being much lighter in weight will float on the top, resulting obviously in the car being driven on benzole for a time and later on petrol, which would give unsatisfactory running without effecting economy.

After exhaustive experiments and tests the National Benzole Company marketed a scientifically blended fuel which would guarantee the correct proportions being maintained in every drop that passed through the carburettor. This blend mixed in the scientific manner was branded as National Benzole Mixture, guaranteeing to motorists a uniform and properly mixed fuel.

Consistent advertising and sales effort has supported this policy, with the result that after a comparatively brief period of exploitation in a highly competitive field National Benzole Mixture has secured very wide distribution and care is now being exercised lest demand should leap ahead of production.

For some years the advertising of the branded mixture has concentrated on direct selling points—sweet running, power, coolness, and so on—with marked success. Few motorists can remain unaware of its distinctive properties.

A new line is being followed in a current series of displays in which "educational" is combined with "prestige" advertising. Old King Coal, "the very foundation of Britain," is introduced as an advertising figure, who, step by step, conducts the reader around the collieries and National Benzole plants of Britain, and recounts the story of the mixture from the pit-head until it is refined and filled into the sealed yellow cans and pumps throughout the country.

With interest centring so closely to-day on the question of motor fuel and the problem of British coal the campaign is timely in its appeal. Every display in the series is well linked up not only by the symbolic figure of Old King Coal, but also by uniform lay-out.

They are being published regularly in the motor and motor-cycle trade and technical papers, and also in transport journals. It is not proposed yet to use general media on account of the present necessity for working hard to keep production up to demand.





"IT WAS WORTH WAITING FOR"—(Cont. from p. 418)

of Advertising at once, and become the standard book of reference.

Mr. D. C. Cuthbertson,
Managing Director of D. C. Cuthbertson & Co., Ltd.

I cannot refrain from sending you a line to tell you how much I appreciate and value The ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK. A publication of this sort has been very badly needed for a long time! To one carrying on business in the provinces it is almost invaluable; it gives addresses, supplies information, facts and data, which otherwise take considerable research, and the best testimonial I can give you as to the value of your book is the fact that I have kept it on my table for reference at all times.

Apart from anything else, it is a definite record of what happened at Harrogate last year, and as the years pass—if these conventions are continued—it will have a sentimental link apart from the real value as a business book.

Mr. Percival Marshall,
Percival Marshall & Co.

I have been examining with much interest the ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK, and should like to congratulate you on having produced a very valuable business reference book.

In one feature of the book, however, I have experienced first impressions of both pleasure and disappointment. I refer to the announcement of the advertisers who have taken space in this volume. There are many admirable examples of good design, good copy, and effective use of colour, but there are also some announcements which are certainly last-century in character, if not absolutely mid-Victorian. These, perhaps, look all the poorer by contrast. I have rather been looking to this annual to be typical of all that is best in advertising. Perhaps the time may come when you will not have to beg people to take space, but will be able to say that only examples of the best advertising practice will be admitted at all.

You will, no doubt, be inundated with suggestions for the 1926-27 volume, so here is one to add to your perplexities. Why not have a section for "The Best Advertisements of the Year"?

Mr. R. Child Bayley,
Managing Director of Macdonald & Martin Ltd.

As soon as it arrived I found it of service, and I am sure that throughout the year it will be a reference book of constant value to us on the *Farmer and Stockbreeder.*

Mr. E. C. Driver,
Advertisement Manager of "South Africa."

I have made a rapid glance through it and congratulate you on the abundance of information you have collated. I can assure you it will be near at hand for reference. It appears to me that you have set yourselves a task to improve on it next year.

Mr. H. W. Harris,
Southsea.

Please accept my congratulations on the excellent way in which you have grouped such a vast amount of information. The ANNUAL is worth pounds to every progressive advertising man. It *was* worth waiting for.

Mr. R. Williamson,
Northern Representative, Amalgamated Press.

At last!! From a cursory glance at the contents, it was worth waiting for.

Macphail Ad-Service, Ltd.,
Glasgow.

. . . is a very creditable production and until next year's issue comes out will, no doubt, be the hardest worked volume on the advertising man's desk.

Mr. S. P. Ede,
Islington.

The mass of valuable and interesting information you have incorporated is indeed surprising, and a noteworthy achievement in the annals of British advertising.

This testimony to the value of the ANNUAL may have stirred up someone who has meant to order the ANNUAL and has forgotten to do it. The omission is easily repaired. The means are provided on this page. "It was worth waiting for"—but don't wait until it is out of print.

To the Editor,
ADVERTISER'S WEEKLY,
66, Shoe Lane,
London, E.C.4.

For Your Immediate Attention, Please.

Please notify the Publisher of the "Advertiser's Annual and Convention Year Book, 1926," that he may send me a copy of the Annual and forward the invoice in the usual way.

.....

.....

.....

Holland — the easiest market in Europe for British goods.

These papers cover the people who will buy them.

"Algemeen Handelsblad" (Amsterdam)
"Nieuwe Rotterdamsche Courant" (Rotterdam)
"Nieuwe Courant"-"Het Vaderland" (The Hague)
"Wereldkroniek" (Holland's Leading Weekly)

Representatives in the U.K. from whom rates and particulars can be secured

THE OVERSEAS PUBLICITY & SERVICE AGENCY
9 Quality Court, Chancery Lane
LONDON, W.C.2.
Manager.- G.D.Young
'Phone:-Holborn 5628 (Solely Publishers' Representatives-Not Advertising Agents) Telegrams-"Egyptadco"

Co-operative Campaign for Jewellery

Trade Association Decides to Raise £10,000—Large Fee Suggested for Editorial Publicity

A REPRESENTATIVE meeting of the jewellery and allied trades was held on March 9 in the hall of the Chartered Institute of Patent Agents, Staple Inn, W.C., to consider a proposed national publicity campaign in connection with their trade. The question has been receiving the close attention of the Trades' Associations, both wholesale and retail, throughout the country for some time past.

The meeting was called by the London Wholesale Jewellers and Allied Trades' Association, and members freely expressed their opinions on the subject. Mr. G. A. Richards (chairman of the Association) presided.

Hidden

Mr. Geo. L Joseph (Birmingham), in outlining the scheme, said the jewellery trade was not getting its fair share of the money spent on luxuries, possibly because the jeweller had been apt to hide his light under a bushel.

In the course of about a fortnight it was hoped to have a scheme prepared which would appeal to retailers, wholesalers and manufacturers up and down the country. So far about £5,000 for the first year had been promised from the trade, but at least £10,000 was required.

Sir Lawrence Weaver gave the meeting particulars of successful national publicity campaigns carried out in other industries.

Sir Basil Clarke also addressed the meeting, and said the wearing of jewellery in France had not declined since the war. Jewellers should not allow changes of fashion to diminish the wearing of jewellery, they should see that the fashion was maintained to encourage the wearing of jewellery. He thought that in the jewellery, silver-plate and allied trades, there was a wonderful untouched field of human interest, which could be well reflected in the Press.

A number of prominent members of the jewellery and kindred trades added their views, and the meeting expressed its whole-hearted support in the proposed scheme.

Two "Flights"

The scheme as at present outlined for the trade provides for the greater part of the money being spent on newspaper advertising. In its initial stages, the campaign will be planned to appeal to the "classes," because if it succeeds in this direction it will inevitably, in course of time, make itself felt among the "masses." As it would be impossible to secure the requisite combination of dominance and frequency if the advertising had to appear regularly month by month throughout the year, it is suggested that the campaign should be run in two "flights" of about three months each; one from about the middle of March to the middle or end of June, and the other from the middle of September to just before Christmas.

The campaign will be handled by the London Press Exchange.

The service offered by the London Press Exchange was fully detailed to the meeting, and among the proposals was one for "editorial publicity. meaning the preparation of news items and special article s for gratuitous publication in the Press."

"The Agency suggest in our case," it was further stated, "an inclusive or 'all in' fee of £1,500 per annum.

"It is suggested that at the beginning it would be well to commit ourselves only to a six months' editorial campaign at a cost of £750, leaving it open to devote the other £750 to a renewed campaign of this character or to some other form of publicity."

The scheme submitted to the meeting divided up the allocation as follows:—

£1,500 for editorial propaganda;
£500 in reserve for costs of art work, etc.;
£8,000 for newspaper space.

It was suggested that the propaganda should be undertaken by Editorial Services, Ltd., under the direction of Sir Basil Clarke.

Sir Lawrence Weaver, a director of the London Press Exchange, is to maintain a close supervision of the advertising, and it was stated that the papers to be used would be selected from among such journals as *Punch*, the high-class illustrated weeklies, the *Times*, financial papers and the better-class Sunday papers.

Electric Signs and Their Story

How a Great Branch of Outdoor Publicity was Invented and Developed

Some interesting and little-known facts about electric-sign advertising were given by Mr. Bush, the Manager of the Electric Lamp Manufacturers' Association, in a recent address to the Regent Advertising Club. We give below extracts of some of the outstanding points in the address:—

THERE are wonderful opportunities in the skilful use of light as an advertising medium. Three main types of electric advertisement lighting are: (1) The exposed lamp; (2) Enclosed lamp; (3) The drifting letter or scintillating sign. Added to these is flood lighting, either used as an accessory to the building or as an integral part.

The lighting of poster hoardings has also many advantages—it adds to the useful working hours of the poster.

Electric light advertisements are profitable for many sound reasons. There is first, their attractive power. They are seen at night when people's minds are relaxed, the tension of business over, when the mind is more receptive. Additionally, the lights can give originality, colour, brightness, motion, and above all they are unlimited in size.

Another great pull over other methods of publicity is the fact that two or three advertisements can be used on one and the same site. Thus the space could be sold twice or thrice over. In the course of a year the space used can give 1,500 to 2,000 hours publicity.

The first sign was introduced at the great Crystal Palace Exhibition in 1882, when the word "Edison" was spelt. Of the various kinds of signs the following are in order of sequence of invention:

Lamps on front of wooden letters.
Metal letters with vitreous enamelled surface.
Trough letter with lamps let in.
The *day* and *night* sign, adaptable to either the reflector sign.

Some objections to the electric sign are that, while being excellent at night the light of day renders them ugly, and, in some cases disfiguring to the building upon which they are used.

Various types of actual lamps used include:—

The Varnish light (spoiled by rain).
The Coloured Hood light, where a glass hood is placed over the lamp bulb.
The bulb which is sprayed with china clay—this gives a softer light and withstands the ravages of weather.
The Daylight bulb, giving a brilliant effect, making ordinary electric light look yellow in comparison.

Of motion signs, the two chief examples were the "running" border and the "fountain" effect. The L.M.S. sign at Kings Cross was instanced as an example.

Then there was the Windmill effect—some difficulty was experienced in getting this to go at a sufficiently slow pace.

Another type of sign was the "movement for movement's sake" kind—such as the New Pin advertisement in Piccadilly Circus.

Signs should be regulated to go at different speeds by the use of various glass acting upon revolving drums.

The scintillating or running signs are worked by the simplest of expedients: an ordinary bicycle chain, a piece of lead, some lamps, and hey presto! a sign is produced. The message sign was somewhat more complicated—a series of chains driven by electric motors, the operator sits in a kind of compositor's box and, as he receives the message to be printed, sends letters of lead along the face of the sign by means of chains. This wonderfully effective sign was invented by Mr. Coleman.

The Colgate sign which faces the Thames is the largest in this country, having an area of 5,000 square feet, weighing 60 tons, the number of lamps used being 4,000—a truly remarkable achievement. The thermometer shown is of itself a work of art.

A lantern slide of the Woolworth building in New York was shown, and it was stated that to achieve the flood-lighting effect the use of six hundred 500-candle power projector lamps was needed.

Some manufacturers to-day are illuminating their factories by flood lighting to catch the eye of train passengers.

Textiles to the Fore in Blackpool Programme

Sir Alfred Mond to Speak at Opening Session.—Exhibit of Commercial Art

PREPARATIONS for the Blackpool Convention from May 1 to 5 next are going ahead rapidly.

It is now definitely announced that Sir Alfred Mond, M.P., will support Lord Derby at the Opening Session.

A Special General Session has been arranged for the afternoon of Monday, May 3, open to all delegates on the subject of "Selling British Goods" with special reference to textiles.

The Programme

The following is the general outline of the programme for the Convention :—

On Saturday, May 1, an official Civic Reception of Convention delegates will be held by the Mayor and Corporation of Blackpool in the evening at the Tower, followed by a dance.

On Sunday, special services will be arranged at various churches. In the afternoon an excursion for all delegates to Windermere.

Monday morning.—The Convention will be opened on Monday, May 3, 1926, by the Rt. Hon. the Earl of Derby, followed by Sir Alfred Mond and other speakers, and the rest of the morning will be devoted to General Opening Session.

Monday afternoon.—A Special General Session will be held—open to all delegates—on the general subject of Selling British Goods, particularly in the Colonies, Dominions, and Foreign Countries, with special reference to Textiles.

Monday evening.—A dinner will be given at the Tower and Winter Gardens to the delegates by the Manchester Publicity Club.

Tuesday morning and afternoon.—The whole of Tuesday will be devoted to Departmental Sessions.

Tuesday evening.—There will be a ball and midnight cabaret in the Ballroom at the Tower.

Wednesday morning.—General Session, and summing up of Convention activities, followed by Closing Session, and announcement of 1927 Convention.

On Monday and Tuesday afternoons special tours and trips will be arranged for ladies only.

Art Exhibit.—An interesting Exhibition is being arranged, comprising labels, packings, booklets, letter-heads, posters, etc.

Other special attractions are being arranged for delegates after Business Sessions details of which will be announced later.

Registration

The fee for registration is 20s., and confers upon the subscriber the status of a full delegate, and entitles him (or her) to the privileges of the Convention, including :—

Official Badge—admitting to all Conferences and Convention activities.

Full programme and other Convention literature.

The right to participate in the general social functions of the Convention.

Application Forms should be sent to Sentinel House, with remittance. The capacity of the Convention Halls is limited and to avoid disappointment intending delegates should register immediately. Application Forms should be addressed to: The Honorary Secretary, British Advertising Convention (Registration Department), Sentinel House, Southampton Row, London, W.C. 1.

All communications regarding hotel accommodation at Blackpool should be addressed to Mr. J. Vincent, Hon. Organising Secretary, Convention Offices, 47, Corporation Street, Manchester.

Mr. John Armstrong, Hon. Secretary of the On-to-Blackpool Committee of the Publicity Club of London, writes :—

"My Chairman would ask you to be good enough to draw attention to the fact that when he mentioned £8 12s. 6d. as being the minimum expenditure for a Blackpool delegate, this sum allowed for personal expenses.

"The actual minimum outlay for each Blackpool representative is £7 0s. 6d., made up as follows :—Registration fee, £1 ; 5 days at a good hotel at 16s. 6d. per day (including all meals), £4 2s. 6d. ; 3rd class rail fare return (at special rates), £1 18s.

The success of the Convention is being rapidly built up. The number of registrations already recorded at Sentinel House is greater than was the case at the corresponding period before the Harrogate Convention.

Philadelphia Bookings

We are asked to point out the advisability of early booking by all who intend taking part in the Twenty-second Annual Convention of the A.A.C. of W. at Philadelphia as many of the eastward-bound boats are rapidly filling up for passages from June 26 onwards.

Delegates who delay booking may have some difficulty in securing homeward passages at the time they wish to travel.

Apart from the desirability of early booking of travel accommodation, it is very necessary that registration should be made for the purpose of arranging hotel accommodation at New York and Philadelphia.

The Harvard Awards

List of Prizes for Advertising in Various Fields in 1925

THE Harvard Advertising Awards for 1925, founded by Edward W. Bok, have been announced by Dean Wallace B. Donham, of the Harvard Business School, through whom the awards are administered.

The medal for distinguished personal service in advertising was awarded to Earnest Elmo Calkins, president of Calkins and Holden, Inc., advertising Agency of New York, for his pioneering efforts in raising the standards, both of the planning and execution of advertising, for his integrity in the profession, and for his unselfish devotion to the young men with whom he came in contact.

Best National Campaign

The $2,000 cash prize and certificate for the national campaign deemed most conspicuous for the excellence of its planning and execution among those coming to the jury's attention was awarded to Young and Rubicam, advertising agency of Philadelphia, and the Postum Cereal Company, Inc., for the campaign of Postum.

To the Joseph Richards Company, Inc., advertising agency of New York City, went an award of $2,000 and certificate for the Tide Water Oil Sales Corporation's "Tydol" campaign, deemed to be the most excellent local campaign of a manufacturer brought to the jury's attention.

A similar prize of $2,000 and certificate was awarded to Pedlar and Ryan, Inc., of New York, and Ovington's, New York specialty store, for the Ovington campaign, deemed the best local retail campaign brought to the jury's attention.

Three awards carrying cash prizes of $1,000 each and a certificate were made for distinguished individual advertisements.

For the advertisement most effective in the use of text, the award was made to Merle Thorpe, of Nation's Business, Washington, D.C., for an advertisement of that periodical.

For the advertisement most effective in the use of pictorial illustration, the award was made to Willard D. Humphrey, of McKinney, Marsh and Cushing, Inc., Detroit agency, for an advertisement of the Hay's Glove Company. The artist for this winning advertisement is Roy F. Heinrich of Detroit.

For the advertisement most effective in the combination both of pictorial illustration and text the award was made to Mrs. Erma Perham Proetz of the Gardner Advertising Agency of St. Louis, for an advertisement of "Pet Milk." The artist responsible for the illustration is Andrew Loomis of Chicago, Ill.

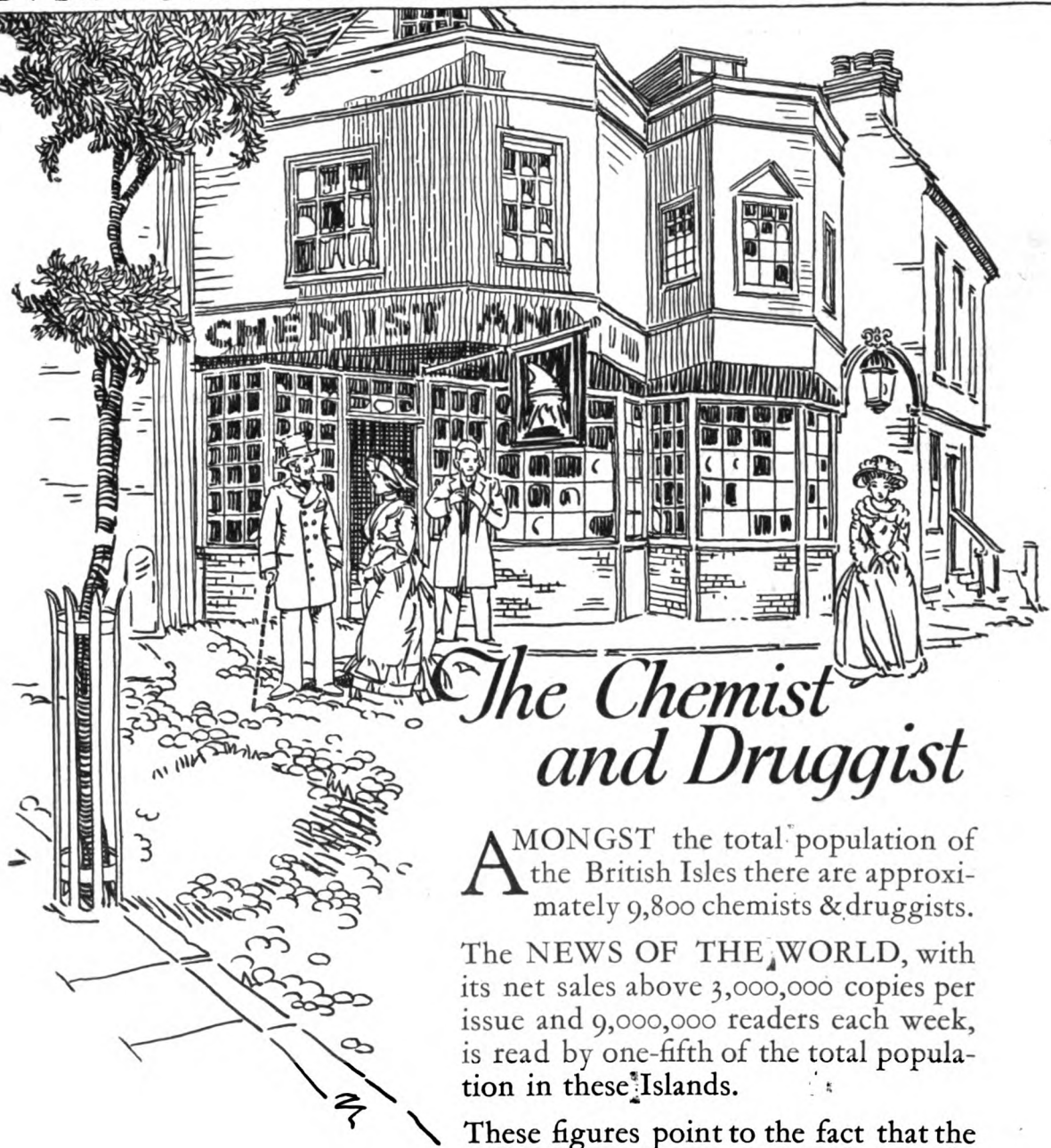
A $2,000 cash prize and certificate was awarded to H. G. Weaver of the General Motors Corporation for a research which developed an index of effective buying power for consumers by counties in the United States, considered by the jury to be the most conspicuous research coming under its attention, the purpose of which was to bring about economy or secure efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising. No other research award was made.

COLOUR LIGHTING EFFECTS

The introduction of colour into the lighting of display windows has, for very sound reasons, attained a considerable vogue. Single colours or well balanced colour combinations attract attention and enhance the artistic value of many displays, while the further addition of a spotlight to any installation picks out any particular object very effectively.

Some modern installations on these lines are described and depicted in a recent folder issued by the British Thomson-Houston Company. That illuminative power need not be sacrificed to colour is demonstrated by the fact that of the three coloured illustrations in this folder two are reproduced without any kind of retouching from Lumiere natural colour photographs taken by the unaided light of the B.T.H. window-lighting outfit.

ADVERTISING TO THE CONSUMER AND RETAILER



The Chemist and Druggist

AMONGST the total population of the British Isles there are approximately 9,800 chemists & druggists.

The NEWS OF THE WORLD, with its net sales above 3,000,000 copies per issue and 9,000,000 readers each week, is read by one-fifth of the total population in these Islands.

These figures point to the fact that the **NEWS OF THE WORLD readers include approximately one quarter of the chemists and druggists of the Kingdom,** an important feature which makes this paper of unequalled value in a simultaneous appeal to consumer and retailer.

NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.

Ad. News in Brief

Wallis's Centenary Campaign—"Golden Glory's" Success—Press Agents Busy Again—Yorkshire's Lack of Publicity—A Municipal Film

New Appointment

Messrs. Alderton, Ltd., who are now marketing Alderton's Puff Paste, have appointed Mr. C. B. Green as advertising manager. Mr. Green was previously for three years with the Publicity Department of Messrs. W. H. Smith and Son.

Leeds on the Letters

Mr. Stuart Hirst, chairman of the publicity group of the Leeds tercentenary, and Mr. T. Coombs attended a meeting of the Leeds Corporation Finance and Parliamentary Committee a few days ago, with a view to obtaining the help of the various Corporation departments in making public the tercentenary arrangements. The idea is that the Corporation should co-operate in publicity methods by using imprints and leaflets in all its correspondence. thus making the anniversary and its objects known over a wide area.

Expense or Investment ?

Taxicab advertising in a co-operative campaign by American owners advises salesmen to use cabs, because the man who rides in a taxicab "will often secure an order by hurrying in a cab while his competitor is relying on the slow transportation offered by street cars."

The "Golden Glory" Result

There was a remarkable response to Messrs. A. and F. Pears, Ltd.'s front page in the *Daily Mail*, on March 4. This was the initial announcement of a great campaign for "Golden Glory," the new soap which Messrs. Pears are introducing, and the advertisement contained a coupon entitling the holder to a free tablet of the soap. Although approximately 1,500,000 cakes had been distributed throughout the kingdom, the works and offices of the firm were inundated throughout the day with requests for further supplies from London shops, and many provincial stores had their stocks exhausted by ten o'clock in the morning. £50,000 is to be expended on the coupon scheme alone.

British Industries Fair

Excellent results were achieved at the London Section of the British Industries Fair. In addition to opening up new accounts in the United Kingdom, several exhibitors have opened accounts with as many as 10 different countries. The Fair was visited by 81,131 people, 57,308 of these being actual buyers and 5,157 overseas buyers, as against 2,177 overseas buyers in 1924.

Telephone Advertising

Sir W. Mitchell-Thomson, the Postmaster-General, in reply to a question in Parliament by Colonel Day, states that no expenditure has been incurred by the Post Office in advertising in the public Press the facilities afforded by the installation and use of the telephone.

Change of Address

Messrs. Sheldon's, Ltd., moved, on March 8, to Sheldon House, Queen Street, Leeds.

More Press Agent Activity

Advertisement managers should draw the attention of the editorial departments to the fact that secret Press agent activities are now being directed to a campaign for British wines. "Letters to the Editor" and gossipy paragraphs are being sent round and can be detected without any difficulty by those to whom warning has been given.

Savings

During its ninth year of work, from February 15, 1925, to February 13, 1926, the Euston Press Savings Association (Langley and Sons, Ltd.), purchased 885 Savings Certificates, at a purchase value of £708, an increase of over £119 upon the previous year. Since the formation of the Association in 1917, a total purchase of 10,622 Certificates, value £8,318 17s. 6d. has been made by this Association. By a system of monthly drawings during the same period over 100 Free Certificates have been distributed among the members by the directors.



Dignity in line drawing and type in a recent example of shipping publicity

A Drapery Centenary

Modernity used with restraint marks the centenary advertising of Thomas Wallis and Co., Ltd., who are making special displays this week. The original shop in which the business started in 1826 is reproduced in the background of the first of the admirably designed window displays, which show fashions (male and female) decade by decade. Large spaces have also been used in the leading dailies and in an effectively illustrated booklet is a large drawing of the buildings as they will appear when the reconstruction scheme has been completed.

Outside the premises is a special decorative sign 245 feet in length over all. Two figures of Time and Progress in the centre are 32 feet high, and the Wallis Centenary panel measures 60 feet by 13½ feet. There are about 2,000 lights in the sign. It was designed and erected in eight days by Harris the Sign King.

Markets in India

Mr. W. T. Day is doing valuable *Pioneer* work while in India, and has on hand market investigations for some of the greatest world advertisers. His present location is Allahabad.

The Convention Ship

A beautiful folder about the *Berengaria* with a letter of appreciation of the ship from Mr. John Cheshire has been sent round by the Cunard Co.

Advertise Yorkshire

At the dinner held at the Great Northern Hotel, Leeds, on Friday last, in connection with the local Associations of the Institutions of Civil, Mechanical, Electrical, Municipal and County, and Locomotive Engineers, Mr. W. B. Woodhouse, of the Yorkshire Electric Power Co., Ltd., said that the county of Yorkshire did not advertise enough the enormous advantages possessed as an industrial area. He had seen the establishment and progress of new industries in towns not nearly so well suited to their requirements as the manufacturing areas of Yorkshire. Additions to the manufacturing firms were necessary to progress, and he thought that the reason why they were not forthcoming was the lack of publicity accorded to the resources available.

A Municipal Film

As part of the scheme for advertising Wallasey, the Publicity Committee of the Council are recommending the purchase of a film, or films, depicting scenes in the district, for display in cinemas throughout Lancashire, Cheshire, and Yorkshire.

Rate Cards Wanted

The Valdar Publicity Service, 177-8, Fleet Street, will be pleased to receive rate cards and specimen copies of all classes of publications.

Weston-super-Mare's Appropriation

Weston-super-Mare's Town Advertising and Entertainments Association last year spent £1,400 on advertising. The Information Bureau, maintained in a kiosk on the Lawns, proves increasingly useful Not only do visitors go there to find out "What's on" in the town, but the townsfolk themselves use the bureau for al sorts of information.

One of the Brightest Ideas in Journalism

A Most Cordial Welcome from its Readers and a "Good Press" have been accorded to "Notes by the Way," the Unique New Feature of the *Morning Post.*

The following is only one of many striking tributes:

A GREAT CAUSERIE.

THE "Notes by the Way" in the *Morning Post* are one of the brightest ideas in recent journalism. The difference between them and the ordinary column of light editorial comment is that they bear the names of the authors—and distinguished names, too. And the reader likes to know with whom he is mentally arguing. . . . This causerie is not idle chatter.—From *The Star.*

The success of the New Feature has accelerated the marked all-round progress the "Post" has been making steadily for the past year.

Wise Advertisers of Goods of Quality these days

DON'T MISS THE *POST*—

The Morning Post

Morning Post Building,
346, Strand,
London. W.C.2.

PERCY WATSON,
Advertisement Manager.
Telephone. City 1500

A FAR REACHING CAMPAIGN



MATHER & CROWTHER Ltd



ADVERTISING on a scale as wide as that partially indicated on these pages must be based on knowledge and exceptional experience. The task of advertising the merits of this well-known tonic food, here and in distant places of the globe, is entrusted to the House of Mather & Crowther.

And because this House could bring to bear not only widespread resources, but judgment and experience, we are able consistently to arouse the buying instincts of widely differing races.

We will gladly show Business men how this complete Advertising Organisation can be profitably employed by them. An enquiry will cost nothing but the time in making it.

MATHER & CROWTHER, LTD.
Modern Advertising
10-13, NEW BRIDGE ST., LONDON, E.C.4.

CLUB NOTES & NEWS

Leeds—Vicar's Outspoken Talk on Church Publicity

The members had the pleasure of listening to a very broadminded minister, the Rev. R. B. McKee, Vicar of Meanwood, Leeds, at the meeting held on Friday last. His subject was "The Church and Publicity." Mr. Frank Bloomer occupied the chair. Mr. McKee said that in our economic life we often speak of our basic industries, meaning agriculture, coal and so on. When speaking of the basic factors of human life, there was one thing of which we were bound to take notice—religion. Somewhere in the region of £100,000,000 a year was spent in the United Kingdom on advertising. How much was the share of the churches? He would guess it at a very microscopical amount.

If publicity in this matter justified itself in business, would it not justify itself in our Father's business? If they were guided by history, there could be little doubt that the Churches to-day would be ardent advocates of publicity, in fact the whole Sermon on the Mount might be quoted as advocating publicity. To say that publicity was contrary to Christianity was not justified by history and was not expedient to-day. A great revival in religion was not possible without first of all a tremendous amount of publicity in order to arouse the curiosity of the people and to create that feeling that they were going to be offered something which they knew they needed so much.

Another weakness of the church to-day was the religious Press. He would put it to them, was there anything more dreary or more uninteresting than the religious weekly? Few people read these journals, because they were not made interesting or attractive. Some of the churches, continued Mr. McKee, looked more like gaols than houses of God. The public-house is out to attract people, the cinema is out to attract people, all sorts of things are out to attract the people. Why cannot the churches be the most attractive of all? That would be one of the finest ways of church publicity.

Referring to the daily Press, he said religious discussions in the papers showed to him quite clearly that newspapers were interested in these things, and he wished the church would have the wit and wisdom and the common-sense to put the question in the manner that the Press invariably put it. He thought we should make far more use of the churches in the matter of publicity. In many parishes the church was the only large hall, and why should not meetings and lectures on interesting subjects, and plays, such as had been presented in a Leeds church be held there? That would familiarise people with the church, and when Sunday came they would not think they were going into a strange place. They were never going to get some classes of people to go to church and listen to a sermon beginning "Dearly beloved brethren" and ending with the Benediction.

Messrs. F. E. Cook, W. J. Courtman Stock, W. C. Strachan, H. A. Pearce, R. Williamson, and W. Robson Clayton took part in the discussion which followed. A vote of thanks was proposed by Mr. H. Tillett, general manager of the *Leeds Mercury*, and was seconded by Mr. Arthur Collinson.

WHAT'S ON

London Publicity Club, Hotel Cecil, Monday, 7 p.m., "The Editorial Attitude towards Advertising." Editors taking part: Messrs. J. M. Bulloch, R. D. Blumenfeld, Hamilton Fyfe and A. E. Owen Jones.

Women's Advertising Club, Trocadero, 7 p.m., Tuesday. Dinner. Lt.-Col. Lawson.

Leeds, Queen's Hotel, 7.30 p.m., Friday, Mr. A. Grime, "The Advertising Side of Newspaper Work."

Manchester, Midland Hotel, Tuesday, 1 p.m., Mr. F. A. Derry, "Publicity from the Shipping Point of View."

I.S.M.A., Bristol, to-night (Friday), Mr. J. M. Beable.

I.S.M.A. London, Cosmo Hotel, Monday, 7.45 p.m., Whist Drive Social.

Photo Engravers—Social Evening and No Speeches

The Photo Engravers' Club held their usual monthly meeting last Thursday, but in place of the customary business talk ladies were invited and an entertaining social evening was spent at Gatti's Restaurant. An excellent musical programme was provided by the committee, the following artists greatly contributing to the general enjoyment: Miss Nellie Walker, Miss Winifred Howie, Miss Ethel Royston, Miss Betty Scott, Miss Flora Scott, Miss Nora Drake, Mr. J. Pearce, Mr. Ashmoor Burch, Mr. Theo. Ager, Mr. Alan Stainer, Mr. Brightwell, Mr. Harrison, Mr. Hamilton and Mr. W. Montague. As an innovation there were no speeches either before or after the dinner.

Aldwych—Mr. Pethick Lawrence, M.P., on the Advertisement Tax

"If I were Chancellor of the Exchequer" was the theme of an address given by Mr. Pethick-Lawrence at the luncheon on Tuesday.

The solution of the problem of taxation which would commend itself to a Labour Chancellor, he said, would not take the form of parsimony (falsely called economy) in such essential things as national education, but in readjusting the burden of taxation. The Socialist policy was not to impose a number of fancy taxes or taxes in restraint of trade.

For this reason, he did not think that a Socialist Minister would impose a tax on advertisements, though a prospect of obtaining 15 to 20 millions through a 10 per cent. tax might appear attractive.

The "bad Press" which such a proposal would have would no doubt be an added deterrent.

Cardiff—Mr. Crawford on Imperial Advertising

Mr. W. S. Crawford addressed the Cardiff Business Club last week on "The Development of the Empire by Advertising."

Mr. Crawford said our Dominions were making goods for themselves and required Protection so as to enhance the price of British goods. The "call of the blood" was strong, and they wanted to come to us. The Imperial Economic Committee had been formed to help our Dominions to sell their goods in this country and to encourage them to take ours, and the committee was engaged on that now.

He observed that Cardiff desired to become a great importing centre. The opportunity was now, and one of the directions in which he hoped it might be done was in the importation of fruit. There was going to be a terrific increase in the importation of meat and fruit in this country within the next 10 years, and Cardiff would not get its share if it did not go in search of it. It should not rest content with what it had done up till now. He wanted to urge on Cardiff that it should send representatives to these countries to see that Cardiff got its share. But whilst he told them to "go outside," they should see to it that they made Cardiff aware of its opportunity.

Advertising was only applied energy with interest and enthusiasm. They should not accept the facts of the hour but make them as they should be. There was a call up and down the country "Buy British Goods." He did not believe in the call, for the reason that we should tell our business men "Sell British Goods," and not only appeal to the housewife to buy them. For selling was a greater force than buying; the force of selling made men buy.

The craftsmanship of the world was still ours. We still made the best goods; what we had to learn was salesmanship, presentation and advertising. This should be made a great national study.

If necessary, could they not start a fund in this country to sell British goods?

(*Continued on page* 430)

The SUNDAY CHRONICLE
The Sunday Journal of the well-to-do

True worth receives its proper due; an honest statement about honest goods is read and appreciated

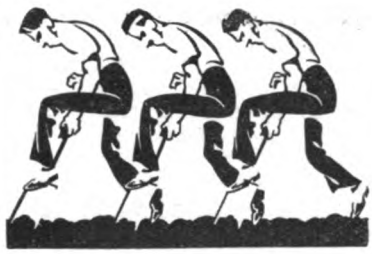
IN

The Daily Telegraph

The paper in which Truth, Sincerity and Conviction are recognised

H. G. REEVES,
Advertisement Manager

138 Fleet St.,
London, E.C.4



R·N·R

dig

into every advertising account they are asked to control for the unusual viewpoint, the 'big idea,' then they build around it a sound selling scheme based on the three principles of

Policy
Pen *and*
Pencil.

To R.N.R. it is not only a business, it is a pleasure, to dig down until they unearth the nugget of interest—reader interest—or the germ of a new idea.

—and Ruddock, Noller & Ruddock are born diggers.

They know that once they can discover a vein of new thought, they will have little difficulty in persuading readers to buy the article advertised.

If you have a difficult advertising problem, we should be pleased to come and discuss it with you—of course, without obligation on your part.

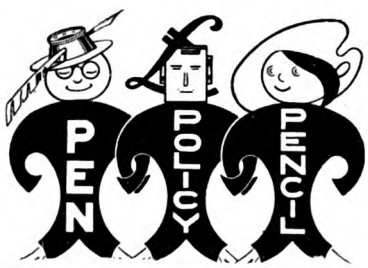
Our latest folder is FREE to executives. Write on business paper, please.

Ruddock, Noller & Ruddock,

Specialists in the planning and placing of advertisements,

3, OLD JEWRY, CHEAPSIDE, E.C.2.

Telephone : Central 4202.



CLUB NOTES AND NEWS—(Cont.)



Press Golfers at Worthing. Reading from left to right—Standing :—F. V. Keighley, H. G. Norris, E. Harvey, V. J. Reveley, W. Whittall, Wardle Robinson, F. J. McGloin, A. MacLennan, F. Kennington, Cyril Barney, Mrs. Malcolm Campbell, F. E. Kahane, E. R. Roberts, George Scott, S. H. Roberts ("Worthing Herald"), W. H. Berry. Sitting :—Mrs. F. J. McGloin, Louis Kaufman, Mrs. P. G. Jackson, H. Patterson, Gordon Ralston, H. R. Stirling, W. Needham, Mrs. Kahane, Mrs. Hoey, Mrs. Whittall, L. Hoev, Miss M. B. Fisher, Miss Hemmens

England needed an evangelistic movement in trad ; a crusade of Britain to tell the boys and girls overseas of the quality of her goods, and not let Germany and America capture the markets as they were doing.

Press Golfers at Worthing

A number of well-known Press representatives with a weakness for golf spent an enjoyable time last week-end at Worthing. The Worthing Golf Club, with its recently completed club-house and improved links, was able to play the host right royally, jointly with the Imperial Advertising Agency and Mr. and Mrs. Alexander at the Berkeley Hotel, Marine Parade, which was the headquarters during the visit.

Included in the party were the following : Mr. L. Hoey and Mrs. Hoey, Mr. E. R. Roberts, Mr. Wardle Robinson and Mrs. Wardle Robinson, Mr. William Needham, Mr. F. V. Keighley, Miss Hemmens, Mr. George Scott, Mr. H. Patterson, Mr. Louis Kaufman, Mr. W. H. Berry, Major W. Whittall and Mrs. Whittall, Mr. F. J. McGloin and Mrs. McGloin, Mr. F. E. Kahane and Mrs. Kahane, Mr. S. H. Roberts, Mr. Cyril Barney and Mrs. Barney, Messrs. A. MacLennan, F. R. Kennington, H. J. Norris, H. R. Stirling, Gordon Ralston, Mr. and Mrs. P. G. Jackson, Mr. Eric Harvey, Mr. and Mrs. Harold Blake, and Miss M. B. Fisher.

The results of the games on the links on Saturday were : morning competition—1, W. H. Berry ; 2, E. R. Roberts ; afternoon competition—four-ball won by W. H. Berry and F. R. Kennington ; runners-up : A. MacLennan and F. E. Kahane. On Saturday evening, after dinner, a special danee was arranged, a striking feature of which was the expert performances of "ultra jazz" by L. Kaufman, who also acted as conductor in the dances. A very hearty vote of thanks was accorded to Mr. and Mrs. Alexander, the host and hostess, during the evening. The results of the competitions on Sunday on the Worthing Golf Course were as follows : morning competition—1, W. H. Berry ; 2, H. R. Stirling ; afternoon—Messrs. W. Needham, V. J. Reveley and F. J. McGloin. It was originally arranged that the party should get back to town on Sunday evening, but the success of the visit was such that on the pressing invitation of their hosts, they decided to extend their stay until Monday, on the morning of which further competitions were played on the golf course.

Nottingham—Advertising with £250

How a person in retail business might spend an annual appropriation of £250 upon advertising was the subject of an address on Monday, by Mr. A. V. Day, managing director of Henry Farmer and Co., Nottingham. Mr. W. R. Derwent presided.

In allocating his expenditure, said the speaker, the local Press looked like having most of the plunder. An inch advertisement three days a week in the local morning paper would cost perhaps £80 a year, and if the message was cleverly arranged the other advertisements with which it might be surrounded would act as a frame. After that the advertiser must deal with the evening paper, and as evening papers were read more thoroughly than the morning editions, it was reasonable to expect the readers to digest a certain amount of detail in the advertisement, whereas, in the morning paper the message should be short and possess a punch. Advertisements in the miscellaneous sections of the evening paper often suited very well, and two separate small ones inserted together three times a week would cost £78 per year, and could be changed every day if desired. By that time £158 would have been absorbed, and to complete Press advertising £50 might be spent on display advertisements for special occasions or seasons according to the nature of the business. In that connection application to a firm advertising proprietary articles in which the advertiser might deal often produced a sympathetic reply and valuable help.

Mr. Day expressed the opinion that transparencies in 'buses were cheap and useful, costing for 10 different 'buses about £13 per year. For a further £8 to £10 per annum a couple of framed boards on a railway station, on which a smart bill could be pasted, might be obtained, but the message on the bill should be changed frequently and be topical. The



MAIL-ORDER MAGIC

WHAT constitutes a Successful Mail-order Medium?

Two factors offer themselves in answer to this problem, and these two factors are interdependent. They are Editorial Policy and Distribution. A paper must be planned and produced to *appeal* to the class of people who respond to the Mail-order advertiser. It must *get into the hands* of these responsive people. Empire News does *both.*

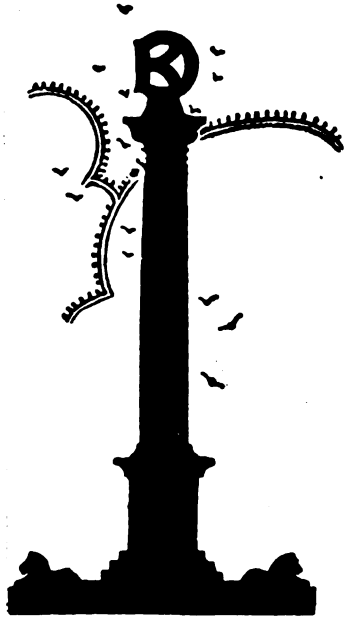
Examine a copy of Empire News and you will realise why it carries so many keyed announcements. Empire News sells merchandise by post—the supreme test of pulling power. It works equally well for the advertiser who sells through the Retailer.

EMPIRE NEWS



Tallis House, Tallis St.
London, E.C. 4

& Withy Grove
Manchester



The agency that is sought out by manufacturers to-day is the agency organized to render individual service—a service that, with the best will in the world, the 'mass-production' establishment cannot hope to yield.

For real personal attention consult

BERTRAM DAY
and Company Limited
COMPLETE ADVERTISING SERVICE
9-10 Charing Cross, S.W.1

'Phone: Gerrard 8063 (3 lines) 'Grams: "Adbertrada, Westcent, London."

CLUB NOTES AND NEWS—(Cont.)

last £20 of the allotment might be spent on window tickets, signs and devices for holding the passers-by. To obtain full benefit from the windows at night, the advertiser should ask the Corporation to fit him up with a clock switch which cost 5s. per quarter, and if the current was used after 6.30 it would be charged for at the rate of 2½d. per unit. If the appropriation for Press advertising was cut down an alternative was the mailing list.

An interesting discussion followed.

At the conclusion of the meeting the members heartily agreed with a proposal that they should co-operate in the organising of a British Shopping Week for Nottingham.

Regent—Blackpool Delegates' Supper Talks

Continuing the custom followed last year, the Blackpool delegates from the Regent Advertising Club will meet at supper on alternate Thursdays.

Regent—Cadby Hall and the Mass Production of Food

Thirty members of the Club visited Lyons' Cadby Hall Establishment on Friday evening last. The large amount of special machinery installed greatly impressed the party; two heavy motor-driven machines peeling apples and removing the cores, for the mass production of apple dumplings, proved particularly fascinating to watch.

The production of food was found to have a humorous side—at least for the onlooker, perhaps not for the worker. The endless stream of loaves joy-riding down "helter-skelters" from floor to floor and an army of doughnuts advancing majestically on a conveyor belt, receiving final touches to their make-up from white-coated attendants, provoked much merriment.

Aldwych Golf

The early spring meeting of the Aldwych Club Golf Circle is to be held at the Sandy Lodge Golf Course, Herts, on Wednesday, March 17. In the morning there will be a medal round under handicap for the *London Opinion* challenge trophy and a special prize presented by Mr. E. G. V. Clark, and in the afternoon a four-ball foursome bogey round under handicap for prizes presented by Mr. H. M. Bussey and Mr. A. Wardle Robinson.

It is proposed this year to run a knock-out tournament for the handsome *Glasgow Herald* trophy.

A Club "Where Is It?"

Full List of Secretaries in London and the Provinces

WE receive many requests for particulars about Publicity Clubs, and we are accordingly giving herewith a full list of names and addresses of the secretaries. The list will be found useful for cutting out and filing for future reference.

London

Aldwych Club.
Mr. E. T. Nind, 18, Exeter Street, Strand, W.C.2.

Thirty Club of London.
Mr. U. B. Walmsley, the *Daily Sketch*, 200, Gray's Inn Road, W.C.1.

Fleet Street Club.
Mr. F. W. Slaughter, the *Nation*, 5, John Street, Adelphi, W.C.2.

Publicity Club of London.
Mr. Francis Hollings, 101, New Oxford Street, London, W.C.1.

The Advertising Club (New).
Mr. E. J. Trash (Secretary Provisional Committee), Messrs. Thos. Colman & Co., Granville House, Arundel Street, Strand, W.C.2.

The Regent Advertising Club.
Miss Muriel G. Atkins, 43, Bedford Street, Strand, W.C.2.

The Women's Advertising Club of London.
Miss I. M. Bosworth, Messrs. Holford Bottomley Advertising Service, Ltd., 23, King Street, E.C.2.

Provincial

Publicity Club of Bradford.
Mr. N. Thorpe-Richardson, 12, Peel Buildings, Kirkgate, Bradford.

Publicity Club of Leeds.
Mr. F. E. Cook, *Yorkshire Evening News*, Trinity Street, Leeds.

Advertising Club of Liverpool.
Mr. E. Brunning, Messrs. S. C. Peacock & Co., 62, Dale Street, Liverpool.

Publicity Club of Manchester.
Mr. J. Vincent, Messrs. Allied Newspapers, Ltd., Withy Grove, Manchester.

Publicity Club of Nottingham.
Miss M. V. Ramsden, Messrs. United Drug Co., Ltd., 222, Waterway Street, Nottingham.

Newcastle-upon-Tyne Advertising Club.
Lt.-Col. Millican, Messrs. Reed, Millican & Co., Ltd., Market Street, Newcastle.

Publicity Club of Oxford.
Mr. Laurence Knowles, Oxford Advertising Agency, Marlboro' Chambers, Oxford. *Development Secretary*, Mr. E. Kingsley Belsten, Publicity Department, Wolsey Hall, Oxford.

Publicity Club of Birmingham.
Mr. J. A. Stead, 57, Willow Avenue, Edgbaston, Birmingham.

Publicity Club of Cambridge.
Mr. C. C. Hatfield, Messrs. Laurence A. Cuthbertson Advertising Service, 1, Sydney Street, Cambridge.

Advertising Club of Hull.
Mr. Robert Hedley, *Hull Evening News*, Whitefriargate, Hull.

Scotland

Publicity Club of Edinburgh.
Mr. F. H. R. Pring, 25, Charlotte Square, Edinburgh.

Glasgow Publicity Club.
Mr. A. M. M'Kenzie, 54, Gordon Street, Glasgow.

Ireland

Publicity Club of Ireland.
Mr. W. E. Magill, 85, Grafton Street, Dublin.

Publicity Club of Ulster.
Mr. Victor Salter, Scottish Provident Buildings, Belfast, Ulster.

Wales

Publicity Club of Cardiff.
Mr. T. W. Dockett Smith, Development Department, City Hall, Cardiff.

London had dramatic evidence of this wealth last week. The Cup-ties drew thousands of Mancunians to the Capital—affluent, free-spending thousands, typical of the millions behind them.

Are you going to put your sickle to this rich field? Do you want your fair share, and over, of this bumper Lancashire harvest? Then you must sow in Lancashire.

Use "The Sowers." For many years "The Daily Dispatch" and "The Evening Chronicle" have scattered the seeds of goodwill and reader-confidence. There is now hardly a more responsive public through the length and breadth of the kingdom.

That responsiveness, now well-established and well-proved, spells economy. Through "The Sowers" this great market can be worked at much less cost than the only similar district—London. There is room here for the major part of a national campaign; there is a prompt response here for the most hurried "try-out."

Tackle Lancashire through "The Sowers"—

NING CHRONICLE

WITHY GROVE MANCHESTER.



WHEN—

educated and intellectual people—in thought and action wedded to Empire—have the added impetus of an authoritative and authentic British Empire Supplement in their favourite journal — then — above all times, should the manufacturer of British Empire goods seize a "cultivated" opportunity of increasing sales.

On MAY 22nd

we publish a Special Number written by eminent authorities on problems of Empire development in our

BRITISH EMPIRE SUPPLEMENT

30,000

Copies of this 80-page issue will be the **FIRST** printing order—but the present modest advt. rate holds good.

The Outlook

the paper that's filed away —NOT thrown away—

will be read, quoted, and discussed by people with money to spend, who have a decided preference for Empire goods — advertised in its pages.

'PHONE Cent. 3173

for fullest particulars, dummy copies, etc.—as early booking is advisable.

L. INDER HEWITT,
Advertisement Manager,
69, FLEET STREET, E.C.

THE OUTLOOK

Publication Notes and News

Hazell & Co. (Publicity), Ltd.

Messrs. Hazell & Co. (Publicity], Ltd., have received numerous inquiries respecting the competition they are introducing for the best advertisements in the Manchester 'Phone Book Trade Directory. This competition was inspired by an article which recently appeared in the WEEKLY, "The Value of small space," by Mr. O. Rivington. The competition is open to all advertisers, and designers and illustrators from any part of the country may compete.

Overcrowded

Further 16-page issues of the *Daily News* have been put out to relieve the great pressure on the advertising space, but more than 14 columns of display advertisements had to be omitted from the paper last Friday.

A Re-Agent for Chemists

A proposal for a collective advertising campaign for pharmacists, organised either by the Retail Pharmacist Union or by the Pharmaceutical Society, won the prize for the best suggestion of the month in the March issue of the *Tetmal Times*.



The "Belfast Telegraph" new electric sign which was switched on by the Lord Mayor of Belfast

Trade Opportunities

A trade intelligence bureau to give service to business men has been started by the *Nottingham Guardian*. A leaflet detailing trade opportunities is circulated in connection with the bureau.

A Happy Title

Douglas Motors, Ltd., have started a house organ with the distinctive title of *The Con-Rod*—a play on the connecting rod in the motor itself applied to a journal transmitting force and drive to the whole of the works personnel.

Sectionalised Ads.

The advertisement pages of the *Electrician* Electrical Trades Directory for 1926 (Benn Bros., Ltd., 25s.) are most usefully sectionalised, and they add considerably to the value of the book. The editorial pages contain a mass of information including a legal digest.

"The Settlers' Hansard"

East Africa has been appointed the official organ in Great Britain of the Convention of Associations, the largest settler organisation in East Africa—where it is commonly known as "The Settlers' Parliament."

Line and Variety

The many uses of the line block are well demonstrated in the pages of the very detailed catalogue of garden tools issued by Thomas Gunn, Ltd. Considerable variety of appearance is given to the pages which might otherwise be monotonous.

"Sell's"

Sell's Directory of Registered Telegraphic Addresses for 1926 has just been issued, and already a large staff will have commenced the preparation of the next volume, some eleven months before its issue. There are no less than 100,000 names in the alphabetical lists, each of which must be checked, without reckoning the classified trades section, and the listing, each in its appointed place, of new insertions. The classified trades section contains over 130,000 names and addresses of firms, grouped under some 3,500 clear type trade-headings. The price of the volume is 45s. annually, 40s. to subscribers.

Post Office Spaces

A booklet on advertising in Post Offices, setting out the methods and cost of obtaining publicity by posters, blotters, enamel signs and transparencies in the offices throughout the country, has been prepared and issued by the United Kingdom Ad. Co.

Over the Sticks

A fine three-colour reproduction of a steeplechase scene was a feature of a bookmaker's advertisement in the March issue of *English Life*.

A Dummy in a Folder

Dummies of the first issue of the *Modern Weekly* are in a remarkably handsome folder of heavy cardboard, printed in three colours.

Spring Cleaning

Composite pages were devoted to Spring Fashions and Spring Cleaning in Saturday's *Accrington Observer and Times*.

"In the Spring the Ad. Man's Fancy"

Spring cleaning and spring fashions have been the subjects of four recent composite pages in the *Western Mail*.

"Spring Cleaning"

Another timely effort of the *Nottingham Guardian* was the publication on Wednesday, last week, of a "Spring Cleaning" page.

7,000 Eggs

The *Sheffield Telegraph* offered a silver cup as the first prize in an egg laying test at Sheffield. This was the first event of this kind in the district, and proved a great success. The test lasted over four months, and the 400 birds entered laid over 7,000 eggs in that period.

"The Examinee"

Useful articles for students who are interested in professional examinations—and it is estimated that there are at least 20,000 men and women preparing for these examinations—are contained in the *Examinee*. This new monthly journal, the first issue of which is published this week, is well produced and provides good value for sixpence.

The *Ideal Home* (Exhibition Number for March has established a new record for itself by carrying 160 pages of paid advertising.

The Advertiser's Weekly

CERTIFIED NET SALES

1ST JULY to 31ST DECEMBER 1925

AVERAGED

5,104

COPIES PER ISSUE

Certified by Messrs. McCann, Beatton & Co., Chartered and Incorporated Accountants.

The ADVERTISER'S WEEKLY is the only publication in this Country, devoted to Advertising, which regularly publishes a Chartered Accountant's Net Sales Certificate.

The Subscription List of The ADVERTISER'S WEEKLY was found on investigation to be 88 per cent. effective amongst actual buyers of advertising space and service, the other 12 per cent. being made up of Advertising Agents and others engaged in publicity.

The cost per page in The ADVERTISER'S WEEKLY reaching 5,000 live prospects is:—

£15 0s. 0d.

The Cost of a Circular,

leaving out of consideration the labour and expense of compiling an effective list comparable with the audience of The ADVERTISER'S WEEKLY, would be:—

5,000 Folders, single sheets, black, demy, approx. cost ...	£6	10	0
5,000 envelopes (5/- per 1,000)	1	5	0
5,000 stamps at ½d.	10	8	4
Addressing 5,000 envelopes at 12/6 per 1,000	3	2	6

Say **£21 5s. 10d.**

On the one hand, a page in The "ADVERTISER'S WEEKLY," facing Editorial matter, read by Advertisers as part of their business routine, to keep abreast of the times, costs £15 0s. 0d.

On the other, a circular, with the same circulation, arriving with many others at a time when distractions of the business mail demand first attention of the prospect, costs at least £21 5s. 10d.

Which is the better vehicle to carry your message to British Manufacturers and Distributors who advertise?

ROY CLARK,
Business Manager.

66, SHOE LANE, LONDON, E.C.4.

The Evening Bulletin—Philadelphia

welcomes British Manufactur

22nd Annual Convention of the Associat



Aero Service Corp. o Philadelphia

THE HEART OF PHILADELPHIA

The photograph shows the centre of Philadelphia and the many skyscrapers that house its business and professional firms. The large tower in the centre is the City Hall and around it radiate the retail and commercial activities of the Third Largest City in America.

Finding New Markets for British Made Goods.

A good start to getting increased outlets for British Made goods is to advertise them over-seas in communities that are most receptive.

Philadelphia, the third largest market in America, is, perhaps, the best city in which to begin an advertising campaign for any English article.

Most of its 2,000,000 population is of English descent, in fact the city was founded and laid out by a great Englishman, William Penn, who called it "the City of Brotherly Love."

Nearly 8,000,000 people live within an 80-mile radius of Philadelphia of which it is the trading centre, influencing the other great American markets to the South and West.

British steamers make regular sailings to and from the Port of Philadelphia, and it is possible for the British merchant to ship his goods here without transfer enroute.

"In Philadelphia nearly everybody reads The Bulletin"

Convention Headquarters are in the Bulletin Buildings, and British Delegates are invited to make this newspaper their Headquarters. The staff of the Bulletin's advertising department will gladly give British delegates first-hand information regarding the Philadelphia market.

›remost Newspaper
d Advertisers to attend the
lvertising Clubs of the World at Philadelphia



Aero Service Corp. of Philadelphia **WHERE THE A. A. C. W. CONVENTION WILL BE HELD.**

In the lower left foreground may be found the group of buildings of the University of Pennsylvania where the proceedings will take place. Franklin Field, the vast stadium shown in the centre seats 80,000 persons. In the upper left is the business portion of Philadelphia, and across the top is the Delaware River and the city of Camden.

The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper, and is one of the largest in the United States.

524,662

copies a day.

Fresh Ideas and Viewpoints at Philadelphia.

The Convention of the Associated Advertising Clubs of the World is to be held at Philadelphia, June 19 to 24, 1926, and offers an excellent opportunity to the British business man to visit America and mingle with the keenest minds who will there assemble to discuss and formulate plans for business expansion.

Delegates from all the world, as well as from all sections of the United States and Canada will give and get new ideas, fresh viewpoints, valuable plans and suggestions for utilising advertising in creating, holding and serving world markets.

The deliberations of the Convention will be held in the buildings of the University of Pennsylvania, while the 8,000 manufacturing plants and 55,000 wholesale and retail business establishments of Philadelphia will also provide ample opportunity for the studying of American business places and methods.

"In Philadelphia nearly everybody reads The Bulletin"

LOST

£88,095,489

Eighty-eight million pounds that might have come to Britain last year.

In the year 1924/25 Australia's total imports were valued at £157,143,296. Britain's share of this was but 43.93%. Over eighty-eight million pounds worth of goods were bought from other countries.

A concise, statistical review of the enormous market for British goods that lies in the Commonwealth has been prepared by the Statistical and Research Department of the Dorland Agency. A free copy is offered to any manufacturer or merchant who is interested.



This is the first of a series of similar reviews of great overseas markets now being prepared. Copies of each will be sent immediately upon publication to all who apply now to the

DORLAND AGENCY Ltd.,
Dorland House,
14, Regent St., London, S.W.1.

Publicity Pays



And the cheapest medium is Gummed Tape. Used instead of string, it not only saves time and money, but makes every parcel a live advertisement. May we send you further particulars, or a machine on trial ?

There is no obligation.

JOHN GOSHERON & Co
1-3 GOLDEN LANE, EC.1

How Advertising Can Sell Technical Products

Weaknesses in British Constructional Marketing—Branded Goods in an Unusual Field

By S. J. Pearson*

ADVERTISING and selling sense is an outlook or a cast of mind, either natural or acquired, and while there is no lack of industrial leaders in the engineering and kindred fields whose outlook is dominated by the "Production or Manufacturing" end of the business, the managing director with this "flair" for marketing is much more rare. At the same time this type of man is as important as the producer, for of what use is production if one cannot market ?

While the position is certainly improving (and making due allowance for many notable exceptions), the actual controllers of our great industrial enterprises do not on the whole understand or show the enthusiasm for aggressive, large scale selling operations which they ought to do, in face of present conditions.

Branding

Even Mr. Baldwin, notwithstanding his long experience in a "key" industry, stated in his otherwise excellent address at the 1924 International Advertising Convention at Wembley, that while soap could be trade marked and sold by advertising it was a very different thing to sell iron or steel by branding or advertising it.

It is this unfortunate lack of understanding of the power of scientific aggressive selling work on the part of many otherwise shrewd business magnates and directors, plus an unwillingness to give of their own skilled brains and time to sales planning, which is one of our greatest weaknesses in the technical and constructional field.

Again, I speak in general terms, and with the old-established conservative type of firm in mind more particularly, when I say that there are still quite a number of firms of considerable size employing skilled men operating machinery capable of working to a fraction of a millimetre, who possess or employ neither a director skilled or interested in advertising and selling, nor a sales manager, nor an advertising manager, nor an advertising agency, nor trained representatives, administrators or sales correspondents.

Probably they do not even possess a classified mailing list of present or past customers. They have every *production* requirement, but no selling machinery. If they do any sales promotion it is usually faint-hearted, unskilled, and doomed to failure.

Old Time Methods

Business is secured either by relying on reputation ; by being asked to tender (getting the job by cutting profit to the bone), or by putting themselves in the hands of an agent, merchant or factor who will leave them without sales outlet the moment he can get better terms elsewhere.

The idea of going out after work, of finding new uses for the product, of opening new markets, of systematically following up old customers for repeat orders, of using colour and light and art and literature to attract attention and create desire in cases where the product lends itself to such methods of display, is rarely attempted.

Why cannot something of the same enthusiasm, hard thinking, and skilful handling be applied in the constructional and technical product field as are employed to sell proprietary and allied goods ?

First of all, trite though the remark may seem, many firms might with advantage look round their offices and works before spending money on sales promotion. Advertising is the last thing, not the first. What is the use of getting inquiries—always costly in this field—if your staff is unskilled and apathetic and can turn but few of them into orders ? Staff training by a sales expert is money well invested.

Are your cost and goods right ? Is delivery right ? Can you compete in any one direction with all competitors ? I know one advertising man whose first move was to find a new and cheaper site for his firm's works, so that they could pay less rent and quote lower prices.

If your business can benefit by the use of signs, employ a good sign writer. Permanent advertisements of this kind on buildings, tackle, plant, etc., are remarkably cheap and may be quite efficient.

"Rule of Thumb"

The second requirement is a preparation of a complete market survey and analysis. Many of the facts required will be difficult to obtain. Time and the assistance of skilled market investigators will be needed, and the survey may cost a good deal of money. This will be repaid over and over again, however, and once it is made it should stand for a considerable number of years. Nothing can make up for the loss of spade work if the analysis is shirked.

I venture to say that not 1 per cent of the firms in staple lines have such an analysis in their possession. Without this data, sales promotion is at the best "rule of thumb," or worse still, guesswork.

The selling campaign or policy is the next essential. This will be based on the market analysis. It should be drawn up on broad lines, scrutinised, amended if necessary by the various authorities concerned and then duplicated as regards its most important sections and distributed to the various departmental heads upon whom the work of selling will rest.

It may be necessary here to decide whether the present methods of selling are the best, and to decide whether selling shall in future be done direct or through agents, the trade, etc. If retail selling enters into the matter, further co-operation will be needed. The failure to determine the one best way of selling and to link up works, offices, agents, etc., once the plan is formulated, is one of the commonest causes of weakness.

The nature of the selling plan will decide the allocation of the advertising appropriation. In any case, selling constructional and similar products means selling to the classes rather than to the masses. This, in turn, means the use of salesmen, special demonstrators, agents, tours of works, and trips of inspection to special contracts, installations, etc., exhibition stands, special public tests of

* *In an address to the Manchester Publicity Club.*



Light on her problems

To the woman who regularly reads GOOD HOUSEKEEPING it is more than a magazine; it is an institution.

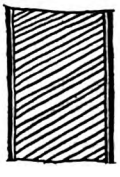
It helps her to solve her family and domestic problems; it is her arbiter on questions of toilet and dress; in its literary features she finds both recreation and stimulating food for thought.

Its advertisements are her guide on what is necessary to the mental and material welfare of herself and her family. She does not lack the means to buy what she wants; it is enough for her that GOOD HOUSEKEEPING guarantees its advertisements.

She is worth cultivating. One hundred and sixty thousand of her kind buy the favourite British magazine each month.



GOOD HOUSEKEEPING



Northern Office:
1, Princess St., Albert Square,
MANCHESTER

C. R. Fastnedge
Advertisement Manager
153 Queen Victoria St. E.C.4.

THAT BETTER JOB!

Monthly commercial journal, strongly established, and exclusive in its field, in which the prospects are unlimited, requires Advertisement **SALESMAN**, on salary and commission.

Applicant must have vision; be prepared to adopt and act on non-conventional methods of canvass; find his way past those who don't count, but think they do; get to the right man, present the soundest publicity proposition that exists, and come home with the order. No mediocrity wanted. Mere experience along old lines will not impress advertiser, who wants somebody who can shift things, and put in a commission account of which he can be proud, and the boss will be glad to pay.

Tell your story in confidence to Box 87, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

DESPATCH CLERK.

REQUIRED immediately, thoroughly competent Despatch Clerk to take charge of staff in large London Advertising Agency. Comprehensive knowledge of newspapers, process and foundry work, also typesetting essential; able to follow up detail work. Good prospects. Write, giving full details of experience, credentials and salary required, Box 97, "Advertiser's Weekly."

BILLPOSTING AND GENERAL OUTDOOR PUBLICITY.

A well-known Progressive Outdoor Publicity Manager, who has a thorough knowledge of Billposting, Railway, Tramway and 'Bus Advertising in London and Provinces, is open to accept offer of similar position with a first-class Service Agency or National Advertiser. At present controlling large National Billposting campaigns. Can submit outdoor publicity schemes for any part of the United Kingdom and Ireland, and carry them out to the entire satisfaction of the Client.

Please write:—

BOX 103, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Here is a Competent Man

fully qualified to control your Advertising Department. At present Assistant to Big National Food Advertiser. Fully experienced in:-

Press Campaign Planning; Copy and Layouts; Modern Printing: Billposting; Demonstrations; Exhibitions, and Trade and Public Selling Schemes and 'Offers.

Will gladly discuss terms of appointment.

Box 89, 'Advertiser's Wkly.' 66/67, Shoe Lane, E.C.4

"LILYWHITE" REGISTERED.

REAL PHOTOS will **SELL** YOUR GOODS **EFFECTIVELY**

are retained, are impressive will "get there," are truthful,

Photo printed only by

LILYWHITE, Ltd. TRIANGLE, HALIFAX.

POSTAL PUBLICITY PAYS.

Samples and Rates Free. Copying, Envelope Addressing, Complete Postal Publicity, Addresses supplied. No order too large or too small.

WOODS, 10, Union Passage, BIRMINGHAM.

'Phone: Central 6140.

the product to which representatives of the Press can be invited, advertising in trade papers, editorial descriptions of specially interesting contracts in the trade and general Press—where the work is of special interest—catalogues, house magazines, sales and follow-up letters, broadsides, folders, mailing cards, sampling schemes, appearance of names on buildings, trucks, containers, work in progress, etc.; the excellent illuminated signs on buildings in course of erection by Bovis are an example of the clever use of this form of publicity. A co-operative selling scheme can often be run very profitably by makers of the same general run of products, as it is frequently better to combine against a rival process than to cut prices severely against competitors and let the rival system gradually cut out the entire line.

With regard to preparation of advertisements, selection of media, etc., I cannot do more than give a few useful tips.

Always remember technical buyers are busy men. Moreover, this is an age of "rush." Therefore, keep all your advertising matter as short and as easy to read as possible.

Don't give the price (unless forced to do so) until you have displayed the quality points of your goods and aroused desire for them.

Make your sales statements specific. One of the products of my firm—"Asphaltic Slag for Roads"—has a crushing strength of 1,420 tons per square foot. This is vouched for by the National Physical Laboratory, Teddington, and it gives a buyer scientific proof that the material will successfully carry heavy traffic without crumbling.

If we said "The strongest slag in the world," we should carry no conviction at all to keen technical buyers.

Use of Testimonials

Use testimonials whenever possible. Let one technical man convince another. What the maker says about his goods carries little weight. What another technical buyer says attracts and convinces, particularly if that buyer is a well-known man.

Don't be too selfish in your advertising work.

If you issue a house magazine, don't fill it with self-praise and nothing else. If you do it will go straight into the waste basket. Put something really useful into it and you will find it will be kept and filed for reference.

If you have a few forceful advertisements sprinkled amongst the useful information, you will have secured a good and lasting method of keeping your name before your buyers.

Always at the end of your advertisements ask your readers to do something—to sign a coupon, send for a booklet, obtain a free sample, visit your works and see the product in course of manufacture, etc., etc.

If you do not *ask* them to act, be sure they will not act, in the majority of cases, and an effective advertisement must, above all, secure action, *i.e.*, produce inquiries.

Don't be afraid to make special offers. Engineering and similar firms are usually too afraid to make special inducements. They have never done it and they do not see why they should start now.

Don't let all the sample offers and inducements come from the toothpaste people. As an example, the firm with which I am associated offer in many of their announcements to send a truck of asphaltic slag on approval to any public authority. If an engineer does not wish to use it after inspection, we guarantee to take the material back at our entire expense.

Anything which makes your offer different, or which makes buying easier or safer, should be employed.

Whatever form of publicity you finally adopt, once you are on the right lines keep going.

Selling technical and constructional productions is slow work at first, and it is only by "keeping everlastingly at it" that the maximum of success can be obtained.

PROSPECTIVE ADVERTISING

Some Registered Trade Marks and Names selected from various sources suggested as Potential Advertisers

Keystone Brand.—Glue. John Knight, Ltd., Royal Primrose Soap Works, Silvertown, E. 16.

Noctozone.—Medicated inhalants and embrocations. Alfred M. Hogarth, 52, Bedford Square, W.C. 1.

Nasoral.—Medicinal preparation. Parke, Davis and Co., 50, Beak Street, W. 1.

Floresca.—Perfumery essence. Field and Co., 31, Little Britain, E.C. 1.

Pirillion.—Scientific instruments. G. H. Rees and Co., 123, Milkwood Road, Herne Hill, S.E. 24.

Fortex.—Watches. Leo Weill, 14, Holborn Viaduct, E.C. 1.

Artillery.—Metal fastening devices. The Revelation Expanding Suit Case Co., Ltd., 169, Piccadilly, W. 1.

Romp Away.—Boots, shoes and slippers. Shepherd and Co. (Slippers), Ltd., Springfield Works, Clarendin Street, Bury.

Fedora and Sheila.—Veils. Robert Shaw, Peveril Works, Peveril Street, Nottingham.

Stabilex.—Bedsteads and Mattresses. John and Joseph Taunton, Ltd., Belgrave Works, Balsall Heath, Birmingham.

Malto Neave.—A food. Neave's Food, Ltd., Fordingbridge, Hants.

Sirdar Brand.—Tinned pineapple. Tilley Carr and Co., 64, Tredegar Road, Bow, E. 3.

Rocket.—Confectionery. William E. Hunt, Rocket Confectionery Works, Pottery Lane, Newcastle-on-Tyne.

Iceova.—Ice-cream powders. E. W. Sleath and Co., Teneriffe Street, Manchester.

Macrover.—Rolled oats. John Irwin. Sons and Co., Ltd., 108, Orwell Road, Liverpool.

Vera.—Chocolate and confectionery, Densham and Sons, Ltd., 12, Tower Hill, E.C. 3.

Sweet Maid.—Toffee. Edward Sharp and Sons, Ltd., Kreemy Works, Maidstone.

The Old Still.—Scotch whisky. Donald Fisher, Ltd., 12, Howden Street, Edinburgh.

Santa Rosa.—Tobacco. T. P. and R. Goodbody, Ltd., 77, Donore Avenue, Dublin.

Zed-Pa and Wingo.—Cleansing preparations. Vaughan Manufacturing Co., Ltd., 225, Acton Lane, W. 4.

Auto-Zen.—Furniture and enamel polish. Towers Manufacturing Co., 91, Cambridge Street, Northampton.

Zebest.—Metal polish. A. G. Bird and Co., 5, Wine Office Court, Fleet Street, E.C. 4.

Pedotium.—Emollient foot creams. Alfred M. Hogarth, 52, Bedford Square, W.C. 1.



THE ILLUSTRATED LONDON NEWS is the window through which the World looks

On May 2, 1925, the tens of thousands who looked thro' this window saw the great industries of Lancashire and Cheshire graphically and artistically portrayed.

They liked it . . . .

They bought up every copy of our Web of the Empire Number within 24 hours!

This year, on May 15, they will see something even greater, more impressive, more ambitious.

They will see the Industries of Britain set forth in colour, in drawing and photography, and in skilled description. They will see the finest exposition of the Romance and Achievement of our national manufacturing centres ever set before the readers of any paper.

Will they also see your announcement?

We hope so.

Send it in. You will be proud of its appearance in this epic production.

Rates and details will be furnished on application to:—

Advertisement Manager,

172, Strand, London, W.C.2

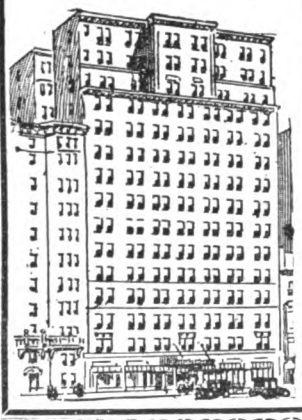
Telephone: CENTRAL 7250 (private exchange).

Hotel
Knickerbocker
120-128 West 45th St.
Just East of Broadway, Times Square

New York's Newest Hotel

A location unsurpassed. A few seconds to all leading shops and theatres. Away from the noise and bustle and still convenient to everything. Between Grand Central and Pennsylvania Terminals.

RATES
$3 to $6 per Day
400 Rooms—400 Baths



Manufacturers Want An Advertising Agent

The Toilet Preparations we make have been on the market for ten years. An effective distribution exists and a regular public demand which we could multiply enormously by advertising. We are open to consider proposals to that effect from firms or individuals able to influence additional working capital of not less than £5,000. The proposition is open to every investigation. Certified accounts are available showing 75% net profit during the last three years. Over half a million bottles of the advertisers' preparations were sold during the last three years. Offers to Z.R.473 c/o. Deacon's, 9, Fenchurch Avenue, E.C.3.

Photography. D. CHARLES 50 Webb's Rd. S.W.11.

Your works out of town? What matter? I've portable lamps, any voltage—and a car.

Latchmere 4980

"Bonnie Babies Wanted Here"

A French Campaign to Combat the Falling Birth-rate—Propaganda by Poster and Postcard

By Jacques D'Evril

AMONG the dangers confronting the French nation is one which might well, unless effectively fought, lead to the auto-destruction of the race.

The birth-rate is falling in an appalling manner, and the latest statistics show an increasing deficit of births over deaths. Mr. Cl. Severac, examining the problem in *Minerva*, states that if the present position is maintained there will be a loss of one-third of the population per generation. The position could hardly be more serious.



The national colours are used to lend extra point to this appeal to the nation

The "Alliance Nationale pour l'Accroissement de la Population Française" is making strenuous efforts to bring the problem home to all citizens and to create a state of mind which will force the Government to adopt health, protection and financial inducements. To that end an advertising campaign has been started in which posters and postcards are the chief media.

Jean Droit, one of France's leading artists prepared a very striking poster entitled :—

Without Babies To-day,
No France To-morrow,

using only the three national colours : a blue background, a red foreground and white baby gowns.

This is now attracting great attention, especially in the industrial centres, and is helping the work of the Alliance.

The task of the advertising man in such a campaign obviously is one of the most delicate he could be called upon to tackle. He can merely state facts and consequences.

Among the numerous give-away postcards, two, also by Jean Droit, are very effective in their conciseness. "More Crosses than Cribs" is the headline of one describing graphically the proportion of three deaths for two births—the present position. The other, entitled, "The Children of To-day Make the Nations of To-morrow," shows a fat little "foreign" boy looking with envy at the small French boy's toy castle. The letterpress is as follows :—

"Our low birth-rate encourages the greed of prolific neighbours."

Such is the S.O.S. case made out by the "Association" to underline the present danger. It is the first campaign of long series, and the Press and other elements will be brought into play in the very near future.



"More crosses than cribs"—a striking postcard in the birth-rate propaganda

Leeds Financial Powers

In the current issue of the *Leeds Chamber of Commerce Journal* there are some interesting notes regarding the proposal to establish in Leeds "a scientifically organised department of the Corporation for the development and advancement of the city."

Sir Charles Wilson, who is leader of the Leeds City Council and chairman of its Finance Committee, told the Chamber that the Corporation had no power to spend money on a propaganda or development scheme, but added that he would see that the necessary powers were secured in the city's next private Bill.

THE WORLD STRUGGLE FOR TRADE

SPECIAL INVESTIGATION BY

The Daily Chronicle

WHAT BRITAIN'S RIVALS ARE DOING

Mr. Henry Ford's message to Europe

These articles now appearing are the outcome of months of investigation and preparation by special correspondents abroad. They are acclaimed a remarkable contribution to the development of British Trade overseas and they will be followed by a series from the pen of Mr. Henry Ford, which will create a profound sensation.

WHAT DOES THIS MEAN TO ADVERTISERS?

Many have already discovered the vital importance of these contributions to themselves in the development of their businesses.

This experience they are sharing with thousands of leaders of industry, Directors, Sales Executives, men of affairs, who are buying "THE DAILY CHRONICLE" for its special feature and daily discovering its merits as a general newspaper.

A special opportunity thus presents itself for the use of "THE DAILY CHRONICLE" as a mass circulation medium with a strong leavening of influential readers.

THE DAILY CHRONICLE, Fleet Street, E.C.4

ANDREW MILNE, Advertisement Manager.

Telegrams: "Muniarc," Fleet, London. Telephone: City 9330 (16 lines).

Eastman's TAILOR VALET SERVICE saves you pounds



Besides offering great convenience to all who desire to retain a well dressed appearance, Eastman's Valet Service enables them to do so at a very moderate cost.

The service consists of periodical calls from their nearest branch and covers the cleaning and minor repairing of one suit (or its equivalent) per week, fortnight or month at an inclusive annual charge.

Call or write for Brochure giving full particulars.

EASTMAN & SON
THE LONDON DYERS AND CLEANERS
Works: ACTON VALE, LONDON, W.3
230 Branches in London and Suburbs

ADVERTISE IN THE
Woman's Outlook
Fortnightly Circulation 60,000.
A LIVE MAGAZINE FOR THE HOME.

Millgate Monthly
Circulation - 17,000.
A POPULAR PROGRESSIVE MAGAZINE.

Our Circle
Circulation - 20,000.
THE KIDDIES' MONTHLY.

Published by the
National Co-operative Publishing Society, Ltd.,
22, LONG MILLGATE, MANCHESTER.

Rate Cards and Specimen Copies from
LONDON AGENTS,
THE WILLIAMS PUBLICITY COMPANY,
45, CHANCERY LANE, W.C.2.

Tel.: HOLBORN 2506.

The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

WINDING-UP PROCEEDINGS

At the offices of the Board of Trade, Carey Street, W.C., on February 24, statutory first meetings of the creditors and shareholders were held under a compulsory winding-up order made on January 12 against Con Planck, Ltd., showcard designers, etc., 26-28, Henrietta Street, W.C.

The company was registered as a "private" one on June 14, 1922, with a nominal capital of £2,000, and was formed to carry on the business of designers, inventors and producers of, and dealers in showcards, labels, fashion plates, catalogues, etc. The company appears to have made a net loss each year. Of the £1,105 loss shown for the period to January 12, 1926, £908 12s. was incurred in legal expenses, including over £800 for costs, in connection with an action which the company brought against Kolynos Inc. for infringement of the copyright in a certain design. The company, however, lost the action and the defendants were awarded costs, in respect of which they presented the petition on which the winding-up order was made.

A statement of the company's affairs shows, as regards creditors, ranking liabilities £1,276; and net assets, £40. The paid up capital was £1,200, and the estimated total deficiency as regards contributories is £2,436.

The liquidation remains in the hands of the Official Receiver.

VOLUNTARY LIQUIDATION

(NOTE.—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.)

The Scintillating Sign Co., Ltd.—Meeting of creditors, at Anderton's Hotel, Fleet Street, E.C., on March 15, at 11 a.m. Liquidator: F. Tingle, C.A., 14, Bloomsbury Square, W.C.

PARTNERSHIP DISSOLVED

Argosy Service (Wm. Geo. Giggs and Edwd. Chas. James), advertising agents, 180-1, Fleet Street, E.C. Mutual dissolution, February 27. Debts by Wm. Geo. Giggs, who continues the business.

ORDER MADE ON APPLICATION FOR DISCHARGE

Chace, George Purves, of Red Lion House, Red Lion Court, Fleet Street, E.C., Commercial and Colour Printer, and lately residing at Mowbray, Ferndale Road, Horsell. (1607 of 1923.) Order dated February 3, 1926. Bankrupt's discharge suspended for one month, and that he be discharged as from March 3, 1926.

MEETING TO RECEIVE LIQUIDATOR'S REPORT

The Far Eastern Advertising Agency, Ltd.—General meeting of members, 3 p.m., March 31, at 5, Guildhall Chambers, E.C.2. Liquidator: H. N. Murray.

PARTNERSHIP DISSOLVED

Clock-Ads. Co. (Robert Salisbury, George Tristram Cooper and Richard Johnson Salisbury), cinema clock advertising, Dickson Chambers, Dickson Road, Blackpool. Mutual dissolution, February 6, 1926, so far as concerns R. J. Salisbury. Debts by R. Salisbury and G. T. Cooper, who continue the business.

NEW COMPANIES

Abercorn Advertising Agency, Ltd. (212170).—Private company. Registered March 5. Capital, £3,000 in £1 shares. Objects: to carry on the business of advertising agents, contractors and consultants, producers and manufacturers of and dealers in sketches, designs, process blocks and printed matter, etc. The first directors are: E. J. Galliane, E. C. James, and A. W. Hutton. Registered Office: 27, Chancery Lane, W.C. 2.

Winads, Ltd. (212189).—Private company. Registered March 5. Capital, £6,000 in £1 shares. Objects: to adopt an agreement with M. Rosin and Miss E. Casher, and to carry on the business of cinema publicity and advertising agents formerly carried on by them as "Winads," at 93-5, Wardour Street, W.1. The directors are: M. Rosin and Edna Casher.

Radclyffe & Hutchings, Ltd. (212232).—Private company. Registered March 6. Capital, £1,200 in £1 shares. Objects: to acquire the copyright and goodwill of the sporting journal known as *Motor Sport*, and to carry on the business of proprietors and publishers of journals, newspapers, magazines, books and other literary works and undertakings, etc. Solicitors: Peter Thomas & Clark, 1, Bush Lane, E.C. 4.

Hairtinting, Ltd. (212066).—Private company. Registered March 1. Capital, £1,000 in £1 shares. To produce and publish a journal known as *Hairtinting and Beauty Culture*, and to carry on the business of editors, journalists, advertisers, publishers, proprietors of trade journals, magazines, books, newspapers, etc., The directors are: W. H. Bolton and C. Beacon. Registered Office: 1, Guildhall Chambers, Basinghall Street, E.C.

THE SANITAS TRUST

Prospectus of a New Company to be Issued

A prospectus is about to be issued by the "Sanitas" Trust formed with a capital of £500,000 to acquire the ordinary share capital of the "Sanitas" Company, Limited, the disinfectant business, and the whole of the share capital of W. Woodward, Limited, proprietors of Woodward's "gripe water." Both companies have hitherto been controlled by Lever Brothers.

Mr. Norman F. Kingzett, managing director of the "Sanitas" Company and chairman of W. Woodward, will be chairman of the trust. The Sanitas business was founded in 1876 by Mr. Norman F. Kingzett's father, Mr. Charles Kingzett, and, like the Woodward concern established in 1851, have been consistent advertisers since the business was started.

CHANGE OF OWNERSHIP

Yorkshire Homes has been acquired from Bevan, Collinswood and Co., Ltd., by "County Homes Journals, Limited." Captain W. Bevan, who has been closely identified with the publication since its inception, has been appointed managing director.



Another CARLTON POSTER

The "Advertiser's Weekly" poster critic has earned a reputation by his shrewd and candid valuations of current POSTER ART. In last week's issue he wrote:—

"The quality of freshness essential to a good poster . . . is surely possessed in superlative degree by the new Sunlight poster which proclaims that Sunlight Soap 'lightens work.' The verbal message, however, is comparatively unimportant. The main purpose of the poster is to invest the usually dreaded wash-day with pleasant associations and to connect the housewife's pride in spotlessly-clean linen with that admirable cleansing agent, Sunlight Soap. The poster is most attractive in itself, quite apart from its merit as a publicity instrument. The colour is bright and clear, the lighting is delightful, and the poise of the figure is admirable. Moreover, the poster has an antiseptic—or, better still, an aseptic—flavour about it which is very appropriate in an advertisement of soap."

We painted this poster for Messrs. Lever Bros. Other advertisers who want ideas and drawings that are as good for their products as this is for Sunlight Soap should let us make suggestions. There is no obligation.

Write for a Free copy of "CARLTON POSTERS," a beautiful booklet now being printed.

CARLTON STUDIO LTD.

Carlton House, Great Queen St., Kingsway, London, W.C.2

Why Advertisements Ought Not to be Taxed

By Gilbert Russell, *Author of "Nuntius Advertising and its Future"*

FOR all practical purposes a tax on advertisements would amount to a tax on branded or trade-marked wares. Now a brand has great significance from the public point of view. If the purchaser of a branded article is satisfied with it he (or she) knows what brand to buy again. And if he is dissatisfied for any reason he knows what brand to avoid. Not so with unbranded goods. They may be excellent to-day and not quite so excellent to-morrow. As they cannot be distinguished, and as there is nothing to remember them by, the public cannot get what is good nor avoid what is bad. It follows that the quality of branded merchandise is consistently good; only a lunatic would deliberately provide the public with the means of recalling inferior quality.

Honesty Penalised

It would thus be the height of folly to put a tax on advertisements, which promote the sale of trustworthy merchandise. If such a tax were imposed the honest manufacturer who, justly proud of his productions, puts his name upon them and stands fearlessly behind them, would be penalised (as also the shopkeeper who sells them) while the rascal who made rubbish, and feared to have his name connected with it, would be assisted.

That class of manufacturer who makes articles whose chief recommendation is that they are "just as good" as the article for which the customer entered the shop—who, in fact, tries to steal the customers created for the shopkeeper by the advertising manufacturer—would also be assisted. Neither course is in the public interest.

The effect of taxing advertisements would be to single out especially the most progressive firms for taxation. It would be a tax on enterprise.

It is the forward-looking firms, the market-promoting firms, which advertise. To hinder the manufacturer who is reaching out for increased trade by opening up new markets would be a curious proceeding even for one of Mr. Churchill's varied record.

It would be as sensible (or as nonsensical) to tax the windows which promote custom for retailers—a form of advertising by the way. Suppose this were done and shopkeepers avoided the tax by putting up the shutters: the hindrance to trade would be obvious and damaging to the Exchequer.

Of course they wouldn't do it, any more than a tax on advertisements would cause manufacturers to cease advertising. But the difference between cessation and reduction is only one of degree. Trade would be hindered; and this is no time to reduce by any degree, however small, commercial activity.

Incidence of the Tax

Now let us see where a tax on advertisements would fall.

To start with, such an imposition would put a tax on *staple foods (!)* such as bread, milk, oatmeal, and some others.

This is bad enough, but consider the particular effects of this. Hovis and the other branded wholemeal breads of unchallengeable purity, and Nevill's bread, guaranteed to contain no bleached flour, chemical or any so-called "improver," would all be taxed. Bread of questionable quality puffed out with "improvers" and containing chemically bleached flour, would go free. The several brands of condensed milk, guaranteed to be sterilised and full cream, would be taxed. The milk adulterated by dishonest milkmen would go free. Branded oatmeals, put up in clean packages of guaranteed content, would be taxed. "Bulk" oatmeal, scooped out of a sack where it had received the attention of flies and vermin and weighed in scales of questionable cleanliness, would go free. All bulk goods which are weighed (or frequently short-weighted in the opinion of the Food Commission) would go free, while the advertised packaged goods of stated weight would be taxed.

Who Pays?

And who would pay a tax on advertisements?

If the public paid it would mean a rise in the cost of living so far as all advertised goods are concerned—a considerable proportion.

If manufacturers paid the tax all honest manufacturers who stand behind their wares would be penalised, and all the manufacturers of "substitutes" and "just as good" unadvertised wares would escape.

Or would the newspapers pay the tax in order that trade should not be checked by this uneconomic hindrance?

Again, if the public paid, such a tax would not fall evenly or proportionately. The poorer classes are amongst the largest consumers of advertised goods, and a tax on advertisements would, beyond question, be very largely a tax on the poor. It would be a tax without rhyme or reason, as unjust in its working as any that can be conceived.

The
Belfast Telegraph
OBTAINS AND RETAINS
ADVERTISING BY MERIT.
READ BY THE HOUSEHOLD.

How South Africa is Advertised

Overseas Campaign—Sir William Hoy's Report

THE methods adopted to advertise South Africa during the past five years are outlined by Sir William Hoy, general manager of the Union Railways and Harbours, in a report just issued.

Sir William says: "In 1913 plans for carrying out an effective overseas advertising campaign were formulated by the Administration. By 1914 those plans had matured, but the outbreak of the Great War prevented the Administration from proceeding any further with them. In 1920, a publicity agent and staff became permanently attached to the High Commissioner's office in London.

"It is now nearly five years since overseas advertising was inaugurated. The scheme has been financed mainly by the Railway Administration, which since 1920 has contributed £25,000 annually. The Treasury voted £10,000 per annum, but for the first two years two-thirds of that amount was absorbed by the Trade Commissioner for exhibitions, and in the last two years the exhibition at Wembley has more than absorbed the entire Treasury contribution. During the past four years municipalities, public companies, and other corporate bodies have also been asked to subscribe, but contributions have not averaged more than £4,000 per annum, the Union-Castle Steamship Co. being the most consistent and liberal contributor.

"Attention has lately been given by the London office to making known the attractiveness of South Africa as a residential country for persons of independent income, and efforts are being made to ascertain month by month the number of people who are now coming to the country as a result of that particular phase of publicity.

"A further development in overseas advertising was reached when, in 1923, an officer of the Publicity Department was sent to Australasia to inquire into the possibility of attracting tourist traffic from that quarter to the Union. The special object sought was to encourage tourists sailing from Australia to England via the Cape, to break their journey at Durban, make a trip in the Union, and join a later boat at Cape Town for England. In the reverse direction, to break the journey at Cape Town, tour some part of the Union, and return to Cape Town to join the boat for Australia. Regular supplies of literature are being sent to Australasia, supported by a reciprocal poster advertising arrangement with the railway management there and occasional exhibition of South African films.

"A Trades Commissioner to New York has been appointed as well as a Publicity Agent, whose chief business it will at first be to dissipate the false impressions Americans generally have of South Africa, and then to endeavour to induce them to visit the country. The outstanding medium of overseas publicity is, of course, Press advertising, and over 100 of the most important British and other newspapers are used for advertisements setting forth the attractions of South Africa under the main heads already referred to. The response to such advertising during the past four years has averaged over 10,000 replies per annum.

"Photographs play an integral part in South African and overseas advertising, and thousands of prints of photographs of South African scenes and other interests have been circulated to the Press in many parts of the world. Films depicting the attractions of South Africa from every aspect—scenic, agricultural and industrial—have been prepared and circulated in Great Britain, and to a less extent on the Continent of Europe, and in India, Java, the Malay States, Australia, and the United States of America.

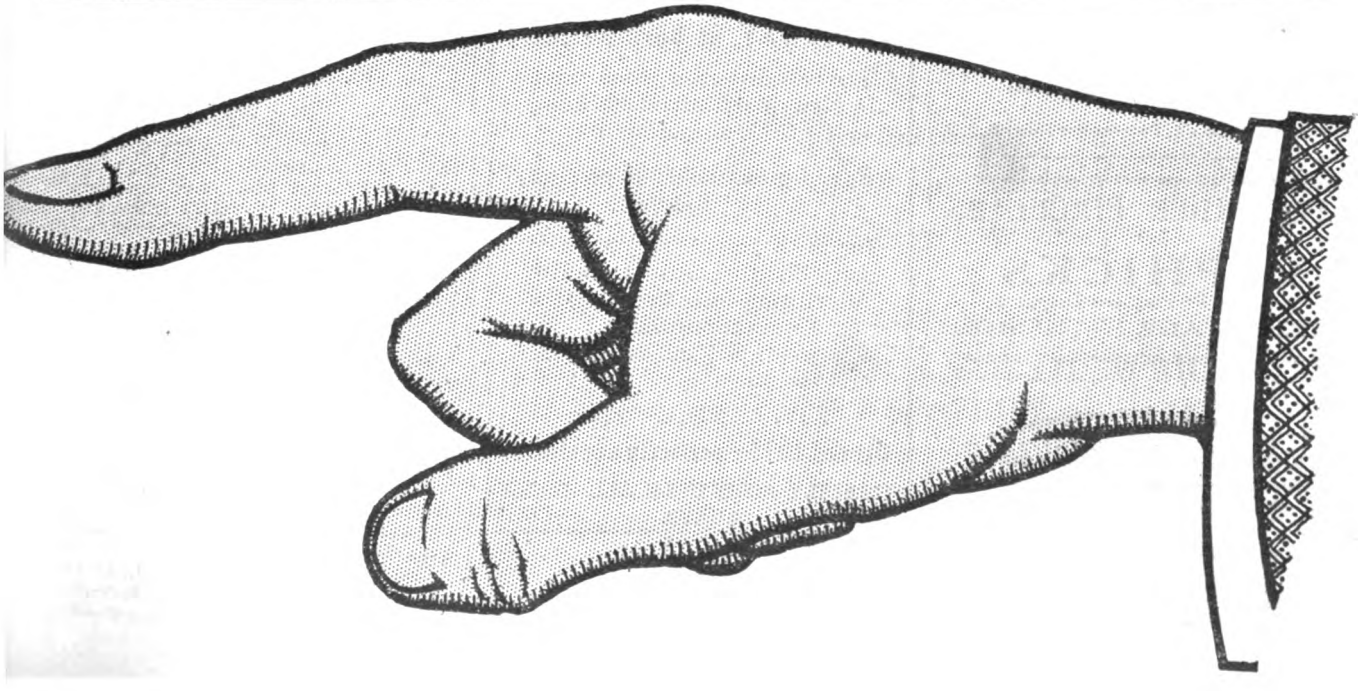
"A great fillip has been given to the advertising of South Africa by the British Empire Exhibition at Wembley."

Penny Rate for Bournemouth

THE value of a more comprehensive scheme for advertising Bournemouth was emphasised by the Mayor (Councillor H. J. Thwaites), in his presidential address to the Bournemouth Chamber of Trade recently, when, while admitting the value of the present work of the Publicity Committee and of the Municipal Orchestra as an advertisement to the town, he suggested a big scheme with a central office and an advertising expert at its head. Councillor H. G. Harris, the retiring president, also put forward some sound ideas as to the best way of advertising the town.

The Mayor said it was common knowledge to the members of the Chamber that he had publicly advocated in open Council the desirability of expending a penny rate on advertising Bournemouth as favoured by the Chamber. His own personal opinion was that the only way to advertise Bournemouth was through a proper town's publicity department, worked principally in connection with the Chamber of Trade, and supported by traders, hotels, boarding-houses, and the Council combined, and worked in conjunction with an information bureau. They needed collective advertising, co-ordination of effort, with a real live advertising expert at its head, one whose duty it would be to take notice and advantage of the various circumstances and seasons, especially the early spring, autumn and winter seasons—a man of vision, clarity of thought, imagination, and full of enthusiasm for his job.

"We want," he said, "new methods and ideas. At the present time, health and pleasure resorts all over the country are putting forth big efforts to attract visitors and residents, and we must do the same, but how?" He advocated taking their courage in both hands, forming a Publicity Committee of the Chamber, drawing up an advertising campaign, canvassing all the traders and everyone interested in the borough, and asking them to support by agreeing to subscribe, say, annually for five years a sum commensurate with their business. Then, he suggested, they should approach the Council with their plans, and urge upon them the necessity of backing their efforts.



'PERFECTOS'
No 2
VIRGINIA CIGARETTES

Distinguished by a superb delicacy, the result of a matchless blend of the finest Virginia Tobacco

10 for 10½d | 50 for 4/3
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM
Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.
1P4

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-tone Work.
NO BLOCKS Required.
CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

To Firms Seeking Wealthy Markets
"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS
"LA RAZON" BUENOS AYRES 150,000 *daily*
London Representatives:
FREEMAN & CO., 3, Paternoster Row, E.C. 4

MAIL ORDER CIRCULARS
Let
ELPHICKS
Quote for Printing *and Dispatch.*
BIGGLESWADE - Beds.

Overseas Advertising
Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.
D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.



BROADWAY, at 63rd STREET
The best first-class Hotel value in New York, accommodating 1034 guests, all outside rooms.
Room & private toilet 10/- *per night*
„ „ *bath* 14/- „
In the heart of the business and Theatre districts, British Advertising men attending the 1926 Convention will be cordially welcomed and receive the personal attention of
P. V. LAND, *Manager,*
Opened 1923—perfectly appointed
READILY ACCESSIBLE ALL LINER QUAYS.

CURRENT ADVERTISING

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

Erwin, Wasey & Co., Ltd., have a scheme in hand for Carnation Milk.

Muller, Blatchly & Co., Ltd., have been placing a new appropriation for Military Pickles and giving out for Warner Corsets.

Osborne-Peacock Co., Ltd., are booking a considerable amount of space for Drummer Dyes and Lloyd Loom Furniture, and have renewed for Wilkinson's Pontefract Cakes.

John Haddon & Co. have season advertising in hand for Triumph Cycles and are running a scheme for Nu-Old Pipes and increased space for Players.

Smith's Agency, Ltd., are handling another considerable appropriation for Fels Naptha and for Force, and are booking for Scholl's Foot Comfort Appliances.

Barker, Drabble & Co. have been placing for Jelks' Furniture, Cash of Coventry and Fitzpatrick Captain Cycles.

Black's Agency is increasing space for Willesden Hospital Ballot.

Curtis Agency, Ltd., have business in hand for Royal Worcester Corsets and the Pianola Piano.

Pratt & Co., Ltd., are again handling displays for Shredded Wheat.

Mitchell Agency (Glasgow) have been booking space for a Northern scheme for Clark's Pork and Beans.

C. Mitchell & Co., Ltd., have recommenced giving out for Ingersoll, and have increased for Poudre Tokalon, Reudel Bath Saltrates and Bishop's Varalettes.

Aldwych Advertising Co., Ltd., have increased newspaper displays for Whirlwind Suction Sweeper.

J. Walter Thompson Co. are handling the appropriation for Sel Hepatica.

D. C. Cuthbertson & Co. (Glasgow) have business in hand for Symington's Coffee.

C. F. Higham, Ltd., have been booking space for a new line named Veedol, and have resumed placing for Jeyes' Fluid.

Stephen's Service is again handling business for Chez-Lui Porcelain Solution.

Reynell & Son have considerable advertising running for Burberry and Nicoll.

London Press Exchange, Ltd., are increasing displays for Waring & Gillow.

H. R. Seaward has been placing large spaces in the dailies for Keith Prowse.

Hannaford & Goodman, Ltd., are again booking for Welbank's Boilerette.

Harvey Bros. have increased newspaper advertising for Jay's Furniture.

T. C. Bench, Ltd., are handling for W. D. Corsets, and have been booking large spaces for British Electric Institute and Pulvermacher.

T. B. Browne, Ltd., have considerable business running for Hall's Distemper.

C. Vernon & Sons, Ltd., are again booking newspaper space for Murdoch's Pianos.

Greenly's, Ltd., have recommenced placing for Farmiloe's Ceilingite.

Crossley & Co., Ltd., have business in hand for Anti-Kamnia Tablets.

T. Dixon's West End Agency, Ltd., are again placing the season advertising for B.S.A. Cycles.

Kingsway Press Advertising Service, Ltd., are placing for Maypole Dairy.

Ernest Light & Company, Warrington, are handling the advertising of "Owl" Chrome Leather and Thomas Ward & Sons, Ltd., Stainless Cutlery.

Pool's Advertising Service, Ltd., have an appropriation in hand for L. McMichael Ltd., of Slough (Wireless), are extending

for T. Bath & Co. (Horticultural), and booking whole pages for 4711 Eau de Cologne in daily papers and weeklies.

Paul E. Derrick Advertising Agency, Ltd., have placed the year's campaign for Erven Lucas Bols, the early Spring campaign for Lérys Perfumes in the illustrated weeklies, and they have completed arrangements for Lincoln Bennett & Co.'s campaigns for 1926 in London and provincial publications.

Valdar Publicity Service are now handling the advertising of Reliance Merchandise, Ltd., and Miss Belinda Brooke (Electrolysis).

Woodwright Publicity and Press Service, Ltd., have just taken over F. E. W. Patents advertising, which will be appearing in the technicals first.

THE FUTURE OF ADVERTISING

"NUNTIUS," by Gilbert Russell, is a little book dealing in non-technical manner with advertising and is intended for the man in the street.

To the advertising practitioner it reveals a clever pen and a stimulating point of view of his profession as it is to-day and might be to-morrow.

It commences as a clear and convincing brief for advertising as an economic and social function, emphasising among other things the fact that branded goods are easy to distinguish.

Later Mr. Russell deals with advertising of the future. His ventures into the realm of imagination, however, now appear to shake his views so emphatically expressed a little earlier that honesty is the only policy for the successful advertiser. Discussing the slogan of the Wembley Convention, he now says, "In the next generation 'Truth in Advertising' will not be the dream of well-intentioned enthusiasts or the catchword of charlatans desiring a cry to which they pay bombastic lip service, it will be a reality." There seems a hint of what we call, for want of a better term, advertising politics in this and the subsequent paragraphs, which might have been better discussed with a technical audience than in a book written for the man in the street.

Summarising his ideas of future advertising in a most interesting style, the author suggests that it will be more informative, less appealing to the emotions less pictorial, more diagrammatic. A rather emasculate kind of advertising; smaller spaces sought by readers as eagerly as news, decorated by printer's pretty ornaments, set in immaculate taste.

Mr. Russell's phantasy does not appear to leave room for the consideration that advertisers of similar goods may continue to compete with each other, unless, of course, he foresees that commerce wil be one gigantic trust, when no advertising agent will need to announce that he does not handle competing accounts—when, in fact, there will be no competing advertising agencies or advertising media.

We find it a little difficult to reconcile his imagery with what must be his experience as an advertising man of to-day, seeking the popular mind and finding the fundamental quest for light, colour and happiness, the mental reactions to life's impulses of love, hate, ambition, laziness, pride or vanity, much the same as they were in the time of Julius Cæsar or the Queen of Sheba.

The moment you put your foot on South African soil

You will find that **"The Homestead"** is a household word among the women-folk of that country.

Being entirely a woman's Paper, covering the land from the Zambesi to the Cape, **"The Homestead"**-obtains first place on most South African and Overseas National Advertising lists for household lines.

If your goods appeal to the women-folk of South Africa, **"The Homestead"** should be your first medium.

Specimen copy and fullest information willingly supplied on request to

SOLE REPRESENTATIVES:

ARGUS SOUTH AFRICAN NEWSPAPERS - LTD.

72 Fleet Street, London, E.C.4

WHERE IS THAT BLOCK?



Illustration showing Two Sections. A Cabinet that grows with your requirements.

Systematize the storage of your Blocks by using our Sectional Cabinets specially designed for the purpose. Made in highly polished Oak.

Cabinets for all Trades. Ask for Booklet "A.W."

Caxton Wood Turnery Co.,
11, Salisbury Square, London, E.C.4

APOLLO

A JOURNAL OF THE ARTS



ART MUSIC

DO you wish to appeal to an audience composed WHOLLY of the cultured classes? Then use APOLLO and reap your due reward. APOLLO is the ONLY journal embracing ALL the Arts: its price is 2/6 monthly, and the rate for advertising is £20 a page and pro rata, with usual discounts for series.

Write for SPECIMEN COPY and RATE CARD to

The Manager,
6, Robert Street, Adelphi, W.C.2.

We Hear—

THAT the coming of spring is being welcomed by—among others—the producers of the Spring Fashion Numbers which are now appearing weekly, and carrying decidedly satisfactory shows of advertisements, and—

* * *

THAT it is not only the dress question and the providing of women's headgear that is exercising the minds of the advertisers, but others of a more practical—if less decorative—kind are pinning their faith to the attractions of their lines for that hardy annual—the spring cleaning.

* * *

THAT there is talk of two old-established publications of the home and domestic type ceasing publication shortly.

* * *

THAT in addition to the coming prospectus to be issued by Messrs, H. J. Searle & Son, Ltd., there is said to be one coming along from the firm of Messrs. David Drage.

* * *

THAT much free advertising—of a kind—is being given on the stage, both in revue and the music halls, to that well-known advertised character, Mr. Everyman, and in Mr. Archie de Bear's new show at the Vaudeville Theatre there is a really clever and good-humoured skit on the advertising of the Holborn furniture warehouse.

* * *

THAT the Blackpool Convention has now become something of a reality to the men and women in advertising with the appearance this week of the official circular setting out the details and the form of registration for delegates.

* * *

THAT one of the Sunday newspapers in its zeal to do a good turn for the National Advertising Benevolent Society announced that the great Kubelik would appear last Sunday at the Royal Albert Hall for the benefit of the N.A.B.S., and—

* * *

THAT the world-renowned violin player was giving on that day a concert for his own benefit, and that it is to-night (Friday) he and other artists of international fame appear at the Connaught Rooms to help the good cause of the Advertising Society's benevolent fund.

* * *

THAT the printed list of contributions to the N.A.B.S. festival to be issued this evening will be a fairly representative one, but that those who have not yet sent along their "bit" ought to see that it reaches the hon. treasurer, Mr. J. Strong, at 61, Fleet Street, this (Friday) afternoon, to allow him to announce it to-night and have it included in the grand total the chairman, Sir William E. Berry, Bt., will disclose.

Put Ideas in your campaign

It sells in the home

We Hear—

THAT the billposters' hoardings all over the country are now taking on a new aspect with the Golden Glory and other additions made thereon.

* * *

THAT a happy reminder of the days of the Hassall posters, when one good laugh followed another, may be discovered by a momentary glance at the new Skippers poster put out by Messrs. Angus Watson & Co., Ltd., which is a startling departure from the artistic studies of previous seasons—but still good advertising.

* * *

THAT another old City firm, once advertisers of considerable importance, Sir John Bennett, Ltd., of Cheapside, have come out in the modern method of display with announcements of their watches and jewellery.

* * *

THAT the Aldwych Club golfers are going to turn out in goodly numbers for their first competition of the season when they play at Sandy Lodge next Wednesday.

* * *

THAT an advertising proposition is in prospect, dealing with a new ballot on behalf of the cinema trade and variety artistes charities, and the proposal to make the first prize one of £10,000 seems to indicate that something really big and bold in advertising will result.

* * *

THAT a new line in advertising is being tried out in the provinces for Korff's Dutch Milk-Chocolate, a seller in penny bars.

* * *

THAT the Benson Shoe Co., Ltd., of Leicester, are offering ten guineas for a snappy and suggestive name for their crepe sole repairable sandal shoes for children.

* * *

THAT a number of well-known advertising men, on the invitation of the Imperial Agency, spent a delightful week-end at the comfortable Berkeley Hotel, Worthing, where they were entertained to a full programme from Friday to Monday last, including competitions on the local links.

* * *

THAT the death was announced on Monday of Mr. J. Gilbert Dale, an advertiser who for many years has placed business with Messrs. Fredk. E. Potter, Ltd., and who stood as a Socialist candidate for Parliament at last election.

* * *

THAT Mr. Alan Cobham, the flying man whose return from his latest exploit is chronicled daily in the newspapers and who is expected in London this week-end, is to be honoured at an Aldwych Club luncheon at the Connaught Rooms.

* * *

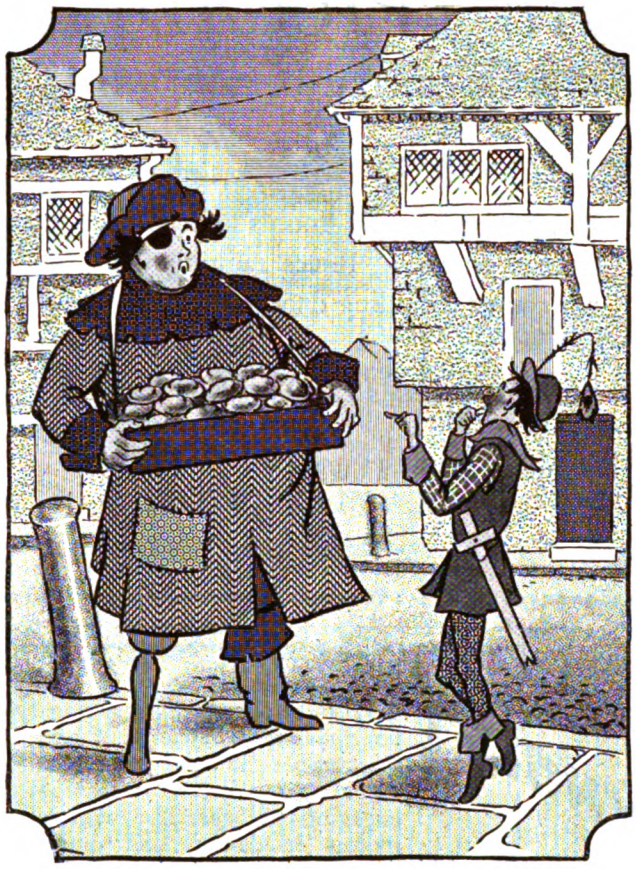
THAT the late Mr. Walter B. Bishop, of the firm advertising Bishop's Varalettes, left £162,780.

* * *

THAT it is reported that Messrs. Lever Bros., Ltd., have disposed of their interest in Sanitas and Woodward's Gripe Water, two lines that have been advertised for the last few years from Lever House.

* * *

THAT Rothesay, the favourite watering-place on the Firth of Clyde, spent £710 last year on newspaper advertising, and is out to spend more this season.



Simple Simon

A VERY simple way of ringing the changes on an open line illustration is to add Mechanical Tints. This is an engraver's job, and in skilled hands some excellent results are produced. ¶ Here is an open line drawing treated mechanically with ELEVEN TINTS. This is a very good method of adding freshness to the same picture, and in using tints to suit your special needs, you may safely leave the blending of those tints to us. ¶ We are engravers with a good knowledge of what is required for present-day Advertising-Printing. Why not make use of our services?

THE NICKELOID ELECTROTYPE CO., LTD.,

10, NEW STREET HILL, LONDON, E.C. 4.

THE PICCADILLY

IN THE CENTRE OF THE WORLD.

Private banqueting rooms accommodating from 6 to 200. Prices ranging from **7/6** per *couvert* including dancing and admission to the

"PICCADILLY REVELS."

All enquiries to THE MANAGER,
PICCADILLY HOTEL.

Regent 160

CONNOLLY
THE MOTOR ARTIST

You know the troubles arising from your clients' complaints of technical inaccuracies in motor illustration. Avoid these costly corrections by engaging the specialist who knows motors inside-out, and draws live figures, too.

H. Connolly
Telephone: Museum 3889.

4, Russell Chambers, LONDON, W.C.1.

BLOCKS.
LET US INTRODUCE YOU TO
SERVICE & QUALITY.
GEE & WATSON LTD.
111 SHOE LANE, FLEET STREET, E.C.4

REPRESENTATION—BIRMINGHAM & DISTRICT
Advertiser, some years experience outside for leading London Agency, since employed as Advertising Manager by several large Engineering Firms, desires to represent technical or trade paper in the Midlands. Good Commercial Photographer with own apparatus; can prepare rough sketches, layouts and copy for Advertisers. Would consider commission terms. Box 55, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Three-Colour Printing
SPECIALIST
Five Highest Awards
A. CHRIS. FOWLER
6, New Union St., Moorfields, E.C.2

IF ITS
Retouching
RING
MUSEUM 295
C.D.LAWSON & CO.,
44 THEOBALDS ROAD, W.C.1.

We Hear—

THAT Mr. Arthur Frederick Sergeant, F.R.S.A., managing director of Lily-white, Ltd., is writing for Pitman's new work on Modern Advertising the chapter on "The Use of Real Photographs in Publicity."

* * *

THAT Mr. Alfred Marland, of Kruschen, won the Captain's prize at Birkdale last Saturday for the best medal round on the morning after the annual golf dinner, with 86 less 6 = 80 net, and—

* * *

THAT "it was the little daily dose that did it."

* * *

THAT a meeting of the confectionery trade in Dublin was held on Thursday for the purpose of organising a special "candy week" and that arising out of it interesting developments in advertising are anticipated.

* * *

THAT the Publicity Club of Ireland had as their guests the chairman and other members of the Free State Savings Certificates committee, who spoke on various aspects of the savings movement.

* * *

THAT thanks to the activities of their On-to-Blackpool Committee—of which Mr. Robert Thornberry is chairman, and Mr. John Armstrong Hon. Secretary—24 members of the Publicity Club of London have announced their intention of going to Blackpool, and—

* * *

THAT registration numbers 1, 2 and 3 are held by members of this Club.

* * *

THAT Mr. Colin Hurry, the brilliant son-in-law of John Cheshire, has resigned his appointment as general advertising manager of Lever Brothers, Ltd., Port Sunlight.

* * *

THAT the Social Club connected with Messrs. C. Arthur Pearson, Ltd., held a delightful dance at the Wharncliffe Rooms (Hotel Great Central) last Saturday, attended by the directors of the firm, heads of departments, and over five hundred members and guests.

* * *

THAT there is general expectation in the City that at the end of the month a prospectus will appear offering the public an opportunity to get a financial interest in the largest motor-car factory in the country.

* * *

THAT Mr. James Strong has been elected captain of the Dulwich and Sydenham Hill Golf Club for the ensuing year.

Advertise to the Workers in the
World's Pictorial News
The Paper that goes out of the beaten track

Advertiser's Weekly
Friday, March 19, 1925

OCT 1928

"EDITORIAL PUBLICITY"

The Advertiser's Weekly

4D A COPY
20/- a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

Advertising in "John Bull" pays; the number of keyed announcements carried is proof of that.



JOHN BULL

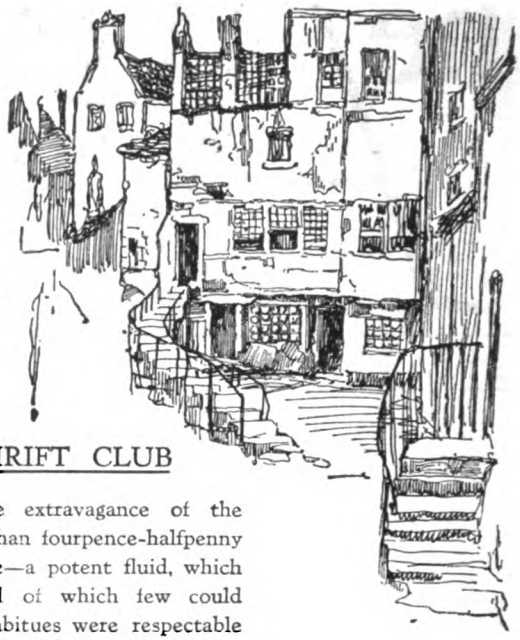
OVER A MILLION CERTIFIED SALE

PHILIP EMANUEL, *Advertisement Director*,
ODHAMS PRESS Ltd.,
57-59, Long Acre, London, W.C.2.

A BUSINESS WITH 100,000 CUSTOMERS EVERY DAY

'HOWFFS'

OF SCOTLAND'S CAPITAL IN THE EIGHTEENTH CENTURY



No. 4.—THE SPENDTHRIFT CLUB

This Club took its name from the extravagance of the members in spending no less a sum than fourpence-halfpenny each night. It was celebrated for ale—a potent fluid, which almost glued the lips together, and of which few could despatch more than a bottle. The habitues were respectable citizens of the middle class. Its meetings, originally nightly, were ultimately reduced to four a week. The men used to play at whist for a halfpenny, no rubbers; but latterly, they had, with their characteristic extravagance, doubled the stake! Supper originally cost no less than twopence; and half a bottle of strong ale, with a dram, stood every member twopence-halfpenny; to all which sumptuous profusion might be added still another halfpenny, which was given to the maid-servant—in all, fivepence!

Consider your Bawbees

The Prosperous Citizens of Modern Athens do

They had over nine millions deposited with the Edinburgh Savings Bank in 1925

A wealthy community with a small percentage of unemployment holds big possibilities for the advertiser



Reach them through the vital columns of the "News"

Edinburgh Evening News



SCOTLAND'S "CAPITAL" PAPER WITH THE LARGEST SALE

LONDON OFFICE—3-5 SALISBURY SQUARE, E.C.4—City 9330

The GRAPHIC. For World-wide Publicity

The Advertiser's Weekly
THE ORGAN OF BRITISH ADVERTISING

The BYSTANDER Pulls For Advertisers

Vol. 49 FRIDAY, MARCH 19, 1926 No. 669

Press Agents and the Press

A Problem and a Peril—The Effect on the Public—Suggestions of Corruptibility

CONSIDERABLE interest has been aroused by the announcement in the last issue of the WEEKLY that in connection with the forthcoming co-operative campaign for the jewellery trade there was a proposal that £1,500 of the £10,000 which the jewellers propose to raise for advertising jewellery should be spent on obtaining editorial publicity. The fact that fifteen per cent. of the appropriation was to be devoted to this purpose is the one that appears to most people to have been the striking feature of the proposal, but we are of opinion that there are other and more important aspects of the matter.

Sir Basil Clarke's name was publicly mentioned in connection with the proposal, and it was frankly stated that the work of obtaining (we should prefer to say "endeavouring to obtain") editorial publicity would be carried out by his organisation—Editorial Services, Ltd.—which it was further stated at the meeting is an associated company of the London Press Exchange.

Now whatever opinion may be held as to the desirability or otherwise of the Press agent, it cannot be said of Editorial Services, Ltd., that they set about obtaining editorial space by anything but the most open and candid methods.

Copy which is sent out from the concern is typed or manifolded on paper bearing the name and address of Editorial Services, Ltd. It is accompanied by a slip asking that a marked copy of the paper shall be sent to the office if the matter is used.

The chief sub-editor is, therefore, under no misapprehension. He is told bluntly that he is being offered Press agent copy. The trouble with Sir Basil Clarke's organisation is that the "story" is usually so good that no chief sub-editor can throw it away without a pang of regret!

Newspaper men can have no quarrel with Sir Basil Clarke on the plea that he is "snatching space." If it is given to him, it is done with full knowledge.

Where we think there is ground for objection, not only to the activities of Editorial Services, Ltd., but to all such enterprises, is in the effect they have on the opinion held in the business world of the honour of the newspapers.

We say it with all respect, but with all frankness. Sir Basil Clarke and the other Press agents who are working on similar lines are, whether they realise it or not, conveying to the outside world an impression that newspapers are corrupt and newspaper staffs corruptible.

They undertake—the statement was not made made by Sir Basil Clarke, but by another speaker at the jewellery meeting—"to secure the aid of writers on fashions by getting them to mention the jewellery worn by fashionable people, and so forth."

Can Sir Basil Clarke say, after reflection, that that phrase cannot be read as implying that the writers on fashions can be suborned?

It is inevitable that such a deduction will be made by scores of people. And in the retailing of the incident it is equally inevitable that the phrase will be distorted until it will be said that "you can get things in the papers by paying the reporters."

Sir Basil Clarke in his address to the Aldwych Club on the problem of editorial publicity laid it down as part of the code of conduct of a publicity journalist that—

"He must not work through subordinate staff journalists without the cognisance of their news editor or editor."

That is all very well as far as it

THIS WEEK'S PAPER

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Our Comments on the Latest Developments, with Sir Basil Clarke's Reply

Sales that Reached £588,500,000 in Ten Years—By Fernand A. Marteau
The National Savings Certificate Campaigns Reviewed

£7,406 for the N.A.B.S.

A Million Replies to a Coupon—By H. C. Ferraby
The Successful Launching of "Golden Glory"

IN THE PRINTING SUPPLEMENT

Avoiding Blurred Printing in Newspapers — By Norman Hunter

Choice of Types for Different Advertisements — By R. B. Fishenden

And All Regular Features
Ad. News in Brief
Publication Notes and News
Club Notes and News
Letters to the Editor
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

goes (which is not, in our opinion, far enough), but the undertaking given to the jewellers not merely ignores it, but definitely offends against the code.

Now, it is a very serious thing for the prestige of the Press that it should be suggested that writers can be influenced.

And its seriousness is not lessened by the size of the fee which is paid to the Press agent whether he be an individual or a corporation. Those who are without knowledge of newspaper work will have the impression that a proportion, possibly a large proportion, of that money will pass into the pockets of journalists who have "got things in the papers."

It is useless for newspaper men who know the facts to protest that that sort of thing does not happen. The suggestion of corruptibility is inherent in the whole affair, and human nature is, in the main, suspicious where large sums of money are concerned. The spread of that suspicion will undermine public confidence in the newspapers. And the whole value of the newspapers to the advertiser is the confidence which is reposed in them by their readers. Where will be the value of a newspaper's guarantee on the advertisements which it accepts if the readers have no belief in the integrity of the paper?

Where will be the value of the great effort to make advertising truthful and unexaggerated if that advertising appears in a medium whose editorial honesty is suspected by the readers?

This is an aspect of the Press agent business of far greater moment than the actual commercial loss inflicted by the diversion of money from the purchase of advertising space to the endeavours of the Press agent to obtain editorial space.

It is no longer merely a commercial question. The rapid extension of Press agent activities, even those about which there is no deception, has had an evil and a dangerous effect. The majority of the Press agents are honest men, loyal to their clients and fulfilling in certain directions a useful and harmless function. The danger lies in the ambitious extension of that function. And it is the concern of all who are connected with newspaper production and advertising to see that this ambition is curbed before irreparable harm is done to the name and fame of the Press.

Sir Basil Clarke's Reply

The Work Done by the Organised Press Agency—"A Valuable Ally to Paid Advertising"

In view of the importance of the points raised in our leading article an advance proof was shown to Sir Basil Clarke in order that he might reply to the criticisms if he wished to do so. He made the following statement:—

I CANNOT, of course, discuss the merits of your contentions in terms of this one particular case, the National Jewellers' Association campaign, because, after all, it is hardly polite to discuss a client's views and objectives and affairs in public.

Speaking quite generally, however, and without special reference to any particular case, I would like to say this:

(*a*) That our work has been the direct means of creating a considerable volume of new advertising business, and that without it various prominent and most successful advertising campaigns now in progress would never have existed at all. This work of ours has been done in collaboration with recognised advertising agents who readily testify to the efficacy of our part in creating, retaining and increasing advertising business. May I at this point correct incidentally your impression that Editorial Services, Ltd., is tied to any particular agent. We are free to work with any recognised agent and have worked with many.

Preconceived Views

(*b*) In any criticism of the proportions of publicity appropriation devoted to editorial work and advertising respectively, some regard must be paid to the preconceived views of the client and the part which the idea of editorial publicity play in creating the general scheme and bringing it to fruition. In their early stages, co-operative advertisers especially are often attracted, and, indeed, induced to combine, by this feature alone. They are easily shown that while they as individual traders have no news interest for either Press or public, their industry as a whole can provide interest. They are thus led to initiate co-operative publicity action, which, under careful direction, expresses itself in co-operative advertising as well as in co-operative editorial publicity.

A further point, well proved in our own experience, is this:

Business men are shrewd enough to see that the publicity which may be secured in editorial columns for their particular industry as a whole is likely to enhance considerably the value of their own individual advertising. As a result, their own private advertising increases.

It will be readily appreciated that at the outset new converts to co-operative advertising are sceptical of the benefits that may accrue from it, and it is not until experience has proved its efficacy that their contributions reach their fullest dimensions. For these reasons, in the early stages of a campaign, editorial costs may appear to bear a high ratio to the total of funds available.

Established Practice

(*c*) I must emphatically repudiate the insinuation contained in the quotation, detached from its context, from Sir Lawrence Weaver's speech, that Editorial Services, Ltd., use illegitimate means for introducing publicity or propaganda into fashion-writers' or any other writers' articles. It is our definitely established practice to issue all our "copy" on headed paper, showing its true source, and addressed to the editor. The only consideration affecting publication or non-publication of our matter is each editor's estimate of its news-value and of its compatibility with public interest. No inducement, pecuniary or other, is held out to him. Our "copy" competes quite openly for publication with all editorial copy reaching the newspaper from whatever source. There can, therefore, be no question of any danger of the good faith or authority of the paper being impugned.

(*d*) Finally, I should add that technically we approach every client's project from an editorial and not an advertising viewpoint, and, indeed, refuse to handle projects which have not a definite public news interest. In extracting this interest from our clients' activities and offering it to the Press, we are supplying a missing link between advertising and news, and I think I can claim that we are unique, in that we do this with strictest regard to the legitimate functions of each and *to the interests of those concerned* in each.

I am confident that editorial publicity, properly controlled, is a useful arm of a general publicity service, and a valuable ally to paid advertising. The fundamental factor of proper control must be complete openness in the means employed. Openness in this case has led to criticism. It evidently has disadvantages! But I still hold that the advantages are greater.

"Modern Advertising"

Another chapter of Mr. Maxwell Tregurtha's valuable study of "Types and Type Faces" appears in Part 13 of *Modern Advertising* (Sir Isaac Pitman and Sons, Ltd., 2s. per part), in which he deals with type-setting and type-casting machines. Mr. C. C. Knights writes in the same issue on illustrations in letterpress printing with some useful examples.

Sales that Reached £588,500,000 in Ten Years

What Happened when the Government Gave Advertising a Free Hand to Work for the State—The National Savings Campaign Reviewed

By Fernand A. Marteau

WAR Savings Certificates, to which succeeded, afterwards National Savings Certificates, were introduced in 1915 as an ideal form for a public loan to the State particularly suitable for the person of modest means. The certificates had to be sold, not to the financiers—in fact, financiers were barred, as the maximum holding per person was 500 certificates—but to the general public.

Here was a case for unorthodox sales' methods and aggressive advertising of a popular kind.

Two ways of selling—both helped with extremely live advertising material—were adopted :—

The direct method—selling to the public in the ordinary manner ;

Selling through the intermediary of "Savings Associations."

The mechanism of the latter is as follows :

The chief body, directly responsible to the Treasury, is the "National Savings Committee," formed by two sets of people : members nominated by the Treasury and representing the different savings organisations existing (the National Union of Teachers, the Savings Banks, etc.) and members elected by the voluntary workers (of whom more will be said later), one for each of the 12 "savings districts" into which England and Wales are divided (Scotland and Ireland have organisations of their own).

The N.S.C. organises Local Committees numbering on December 31, 1925, as many as 1,506. These committees—all of whose work is voluntary—"sell the idea of thrift," in the form of National Savings Certificates and have up to the present, helped to set up some 22,000 Associations or Clubs, the number of which increases now steadily at the rate of 400 per month.

These Associations are groups of private individuals (all employed at the same office or factory) or children (attending the same school) who form their own little committee, the treasurer of which will be entrusted with collecting every week little contributions for the collective buying of the certificates.

The London headquarters give these clubs all help possible, suggest suitable schemes, and once this is chosen give them all the printed matter required.

Let us note in passing that these methods make it possible to have the whole organisation run by as few as a dozen paid officials and some 30 to 40 inspectors ; some 100,000 voluntary workers being secured !

The treasurer of the "club" goes round the office or factory once a week and collects, from office boy up, sums from a penny to a few shillings.

It was essential to examine first the manner in which saving certificates are sold in order to see how the sales are helped by advertising.

While all Government advertising is placed through the Stationery Office, the National Savings Committee has obtained leave to handle its own publicity, a yearly grant being made for the purpose by the Treasury.

An Advertising Committee is set up, helped by the advice of an advertising agency, all of them acting as if the whole organisation was the board of a limited company intending to sell a definite article. In fact, all red-tape has been eliminated to obtain the maximum efficiency.

The formation of the Clubs we have just examined is helped through the distribution of booklets, folders, book-signs, and so on, by the local Committees and inspectors. Posters are available specially intended for schools, factories, rest-rooms of big stores and similar suitable places. This material is supplied on instructions from the Advertising Committee by the Stationery Office, which debits the cost in the ordinary way and is entered as general expenses (not advertising expenses) in the same way as, for example, bank commissions.

The posters are not of the stodgy, cold, Governmental notice type. They are of bright colours and truly commercial in conception. They are posters that are seen, read and remembered.

Here is one specially prepared for schools : "What do you mean to be ?" picturing a number of professions—draftsman, mechanical engineer, chemist, shipmate, wireless operator, public speaker, etc. ; teacher, typist, nurse, driver, farm-girl, etc.—and the copy is all too true :

"When you leave school and have to choose a trade or a profession you will need money."

"Prepare now for the future. Join your School Savings Association and buy Savings Certificates."

Similar material is available for factories and offices.



With regard to the appeal directed to the general public, the national and provincial Press is used.

The class papers such as the *Times*, *Morning Post*, *Daily Telegraph* and *Manchester Guardian* are chiefly used to obtain the employer's good will for the "Associations." He may be asked by the people under his control to be allowed to set up such a club, and these papers are used to make him sympathetic.

But by far the largest part of the appropriation of £50,000 per annum is earmarked for the national middle-class Press (dailies and Sundays) and the provincial papers.

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While all Government advertising is placed through the Stationery Office, the National Savings Committee has obtained leave to handle its own publicity, a yearly grant being made for the purpose by the Treasury.

An Advertising Committee is set up, helped by the advice of an advertising agency, all of them acting as if the whole organisation was the board of a limited company intending to sell a definite article. In fact, all red-tape has been eliminated to obtain the maximum efficiency.

The formation of the Clubs we have just examined is helped through the distribution of booklets, folders, book-signs, and so on, by the local Committees and inspectors. Posters are available specially intended for schools, factories, rest-rooms of big stores and similar suitable places. This material is supplied on instructions from the Advertising Committee by the Stationery Office, which debits the cost in the ordinary way and is entered as general expenses (not advertising expenses) in the same way as, for example, bank commissions.

The posters are not of the stodgy, cold, Governmental notice type. They are of bright colours and truly commercial in conception. They are posters that are seen, read and remembered.

Here is one specially prepared for schools : "What do you mean to be ?" picturing a number of professions—draftsman, mechanical engineer, chemist, shipmate, wireless operator, public speaker, etc. ; teacher, typist, nurse, driver, farm-girl, etc.—and the copy is all too true :

"When you leave school and have to choose a trade or a profession you will need money."

"Prepare now for the future. Join your School Savings Association and buy Savings Certificates."

Similar material is available for factories and offices.

With regard to the appeal directed to the general public, the national and provincial Press is used.

The class papers such as the *Times*, *Morning Post*, *Daily Telegraph* and *Manchester Guardian* are chiefly used to obtain the employer's good will for the "Associations." He may be asked by the people under his control to be allowed to set up such a club, and these papers are used to make him sympathetic.

But by far the largest part of the appropriation of £50,000 per annum is earmarked for the national middle-class Press (dailies and Sundays) and the provincial papers.



In the beginning, the lay-outs were of a very simple kind, a little stiff, but soon illustrations and copy became more lively, while from time to time some "dignity" appeals served as stabilisers in the mind of the public, making them realise that this was more than a first-class product; an investment with a State guarantee behind it.

Celebrities

The series of British Celebrities is an interesting one. It makes it possible to use Sir Francis Bacon's sentence (from the essay "Of Expense"):—"Riches are for spending and spending for honour and good action." Another quotes Dr. Johnson: "Economy is the parent of liberty, integrity and of ease." Imitation woodcut illustrations give a dignified appearance to these advertisements.

The sentimental appeal is also used, but the copy soon slips into appeals to reason.

"Start him Early," is the headline of one of this kind, illustrated with a smiling youngster.

"A bright little chap, isn't he? His prospects must be as bright. That is why we are buying Savings Certificates for him." This is followed by a script signature "The Proud Parents."

Another draws attention to a use that can be made of the Certificates at the other end of life's scale.

"I'll be retiring soon," says a smiling workman, and he explains how it is done.

Personal, not Pride

This and all the other specimens of this series are full of life and are far superior in selling power to all the "British First" or "National Pride" appeals.

From its very beginning, even in the war period, the Committee entrusted with the Savings Certificates advertising understood this. The appeals have remained in close contact with the personal problems of the prospect without engrossing on national pride.

Among the masses of figures in front of me I will take three which will show to what extent the Savings Certificates have been "sold," according to the latest statistics—December 31, 1925.

A total of 753,750,000 certificates have been sold of a total value of £588,500,000.

A large proportion of these were bought during the war, when munition work was well paid, and during the boom years that followed.

The critical years of 1923, 1924 and 1925 might be thought to have brought about a large number of withdrawals. This was not so. Withdrawals occurred, but in a proportion which left the State in possession of the capital of £373,378,053!

We may conclude that while the Savings Certificates had selling points which made them a first-class proposition, the sales and advertising plans and their execution have enabled these points to be known and remembered in the most efficient manner.

£7,406 for the N.A.B.S.

Sir William Berry's Successful Presidency—A "Jane Wareham Smith" Scholarship—Festival Figures

THE amount of the donations at the National Advertising Benevolent Society's Festival at the Connaught Rooms last Friday night was £7,127 at the time Mr. James Strong, the Honorary Treasurer, made his speech in reply to the toast of the society. At the end of the evening further gifts had raised the total to £7,406.

Sir William Berry was the President of the Festival, and he was supported by Lord Dewar, Mr. J. H. Thomas, M.P., Sir Charles Wakefield, Sir Woodman Burbidge, Sir Hardman Lever, Sir Sydney Skinner, Sir H. E. Morgan, Mr. C. A. McCurdy, Sir Harold Bowden, Sir Frank Newnes, Sir Charles Starmer, Mr. Allan Jeans, Mr. Walter Haddon, and Lt.-Col. E. F. Lawson.

The concert for the Festival was of an unusual character, as Messrs. Lionel Powell and Holt had arranged for M. Jan Kubelik, Miss Evelyn Scotney, and Mr. Eric Marshall to appear—a trio of celebrities such as has rarely been brought together for any function that was not primarily musical.

Sir William Berry, in proposing the toast of "The Society," said that there were 563 people in the room, and if there had been places for them many more would have been present. He suggested that it might be necessary next year to ballot for places, and he suggested that perhaps only those who subscribed handsomely on that occasion should be entitled to take part in the ballot.

Flourishing

The Society was the only charitable institution connected with the advertising business, and they were there to advertise the institution. It was a very appropriate time to advertise it, for whatever might be the case with other businesses, advertising was flourishing. Advertising rates might be higher than they were, but perhaps they were not so high as they should be. The great stores, despite higher rates, were showing bigger profits, which would tend to show that rates were low. Advertising generally was doing well. Agents were growing from opulence to opulence. Advertising managers were drawing record salaries. Canvassers found very little call on their imagination in regard to circulation. Even the poor proprietors were making a little money, enough even to put by a trifle and save themselves from becoming a charge on that or similar societies in the future. Advertising had founded itself as one of the most productive businesses in this country.

But, however flourishing business might be there were some who did not succeed, who fell by the way and left dependents to be looked after. Bigger drafts were being made on the Society's resources, and there was need for bigger income. In connection with the Festival he wanted to mention that the Women's Advertising Club had collected more than £300 under the leadership of Mrs. Mortimer.

He stated that last year the Society helped nearly 200 cases, and that since it had been established it had been helpful to more than 600 individuals.

Fifteen children had been placed at school, and four others helped with their education.

Sixteen pensioners were on the books, and 36 other cases receiving weekly help.

The amount distributed last year was £4,577, and the total since the Society was established in 1913 was £26,782.

Mr. James Strong, in replying to the toast, said that the Council aimed not only at giving monetary help, but consolation, friendliness and happiness in the giving. They would not be content until the business of advertising had established its own schools for its own orphans, convalescent homes for its own sick, and a home for the aged people.

The President's Gift

He stated that Sir William Berry had made a donation of £1,050, that Mr. Wareham Smith had given £500 to found the first scholarship, which would be named the Jane Wareham Smith Scholarship in memory of his wife, and that Sir Woodman Burbidge had sent £52 10s.

The Manchester Branch had sent a record subscription list for that district.

The Women's Advertising Club, in addition to the monetary help, had organised a committee to visit the orphans in the schools, and to send, as might be required, members to investigate cases which were better in a woman's care.

The donation list up to first post on Friday morning was as follows:—

General List	£2,615	0	2
Association of British Advertising Agents, Inc. ..	770	3	6
Aldwych Club	351	12	0
Manchester District ..	304	7	6
Women's Advertising Club	302	2	0
Fleet Street Club	286	6	0
Thirty Club of London ..	217	6	0
Publicity Club of London ..	172	16	0
Leeds District	122	10	6
Press Advertisement Manager's Association ..	120	4	6
Glasgow District	89	9	0
Regent Advertising Club ..	86	3	7
Birmingham District ..	19	10	0

Lord Dewar's Epigrams

Lord Dewar, in a characteristically epigrammatic speech, proposed the toast of "The Visitors."

"If advertising suddenly ceased," he said, "the fields of charity would be absolutely strewn with the dead desires of those who were struggling to climb the social ladder.

"Blessed is the advertising agent who can make two ideas grow where only one grew before.

"Ingenious is the man whose poster upon the hoarding hits you in the eye and makes you miss your train.

"If you advertise a bad article you may cast your bread upon the waters, but you will be pretty lucky if you see it again.

"There is still more prosperity lying in advertising than has ever come out of it since the day Moses struck the rock.

"There is a horizon of hope for the trade of the country. We shall get over our present troubles—and others will assuredly arise."

Mr. J. H. Thomas replied.

Sir Charles Wakefield proposed the health of the chairman.

Thorny Points in Postal Publicity

Does it Pay to Issue a House Magazine ?

Detailed Reasons For and Against Success—Simplicity, Brightness and the Effective Mailing List

By Max Rittenberg

"DOES it pay to issue a house magazine ?" is a question frequently asked, and very reasonably, because such a large number of house organs appear only to enjoy a mayfly existence of three or four issues, and then mysteriously die off.

From the size of this cemetery, it might well appear that house organs are delicate infants, and difficult to rear—or, perhaps, so expensive to rear that it is cheaper to kill them off!

Yet and notwithstanding, there are a large number of instances, both in this country and in the United States, of house magazines which have been carried on for years and years, and are freely acknowledged by their publishers to be a mainstay of the business.

Out of the contrary instances on both sides, can one deduce the factors which make for success or failure with a house magazine ? I think one can. The points below are taken out of a number of actual experiences :—

Reasons for Failure

1.—A magazine starts out under a burst of enthusiasm. It contains plenty of live and interesting matter for the first two or three issues, and then the editors get pumped out of ideas, and look upon the getting out of further issues as a wearisome task.

2.—The magazine is conceived as about three-quarters direct advertising for the house—descriptions of goods, etc.—and only the remaining one-quarter as matter of real "editorial interest." The readers, after the first couple of issues, come to feel that this is just a catalogue camouflaged as a house magazine. The right proportion of house advertising to editorial is about $\frac{1}{8}$ to $\frac{7}{8}$, or at the utmost $\frac{1}{4}$ to $\frac{3}{4}$.

3.—The firm runs into a bad streak of trading conditions—the first thought is to cut off the expense of the house magazine, which does not appear to be a direct business-getter.

4.—The magazine is started off with too elaborate paper, printing and colour effects, making its expense too heavy. Having started off in an elaborate way, *amour propre* forbids it being simplified and made more inexpensive, and the firm prefers to kill it altogether. Some of the most successful house magazines have started off in a very simple way, as a little four page affair in one colour or two, and then have been expanded and elaborated as appreciations float in from readers.

5.—The firm is expecting very tangible results from a house magazine, and these do not seem to eventuate. Usually, one should not expect direct results from the house magazine unless it contains, on an advertising page, a list of bargain lines or job lines, which readers have to send in for immediately or else lose their chance of getting them at all. Otherwise, the effort of the house magazine must necessarily be in the direction of good will, reputation and prestige, and the facility of the traveller's entry to both customers and prospects. The Sales Manager ought to be able to gauge this, both from what the travellers tell him, and from the records of calls which have been facilitated since the issue of the house magazine, and the number of accounts opened with cold prospects to whom the magazine has been regularly sent.

It can also be estimated to some extent, by sending out a letter with a reply card once a year, asking all readers to say definitely whether they want the magazine to be sent to them or not.

6.—A too expansive mailing list in the first instance. A firm starts out, let us say, by ordering a printing of 3,000 to be sent to a well-defined list of customers and prospects. Then, perhaps, their printers suggest how reasonable it would be to get an extra 2,000 printed at the same time, making the issue up to 5,000. The firm agree to this, and then have to dig out another 2,000 names to send the magazine to, many of whom are never likely to be of the slightest use to the firm.

The mailing list should be a carefully selected one in the first instance, and should be weeded out at least once a year by the postcard method suggested above. When the weeding out has been done, that is the time to think of adding further names to the mailing list.

Reasons for Success

1.—The magazine has not only been started in a burst of enthusiasm, but has been so conceived, both as to *format* and as to supply of contributions, that it can be run without "losing wind" for at least a year.

Some successful house magazines are practically the work of one man only—a man with plenty of ideas about his trade and about topics likely to be of interest to his readers, and with a more-than-ordinary gift of expressing his views in sincere and terse language.

"Make it snappy !" is a very good maxim in the writing of a house magazine. It ought to say a lot in small space. Make it a tabloid invigorator.

Other successful magazines have been edited "professionally"—*i.e.*, by some man outside the firm who has the gift of expression which is lacking inside the firm. Such a man can quickly catch hold of the technical points necessary to inject, or have these supplied by inside members of the firm, for him to put into readable wording.

Out of a large selection of house magazines I have in my files, or have come across from time to time, only a few fulfil this essential requirement of being terse, lively, invigorating.

Restricted Advertising

2.—In front of me as I write there is a little four-sheet house magazine where only half the back page is direct advertising for the house, and very little of the interior matter deals with the firm's goods. This little news-sheet ran for more than two years, and was considered by the firm to have done them a great deal of good.

Several other successful house organs, in booklet form, use *only* the cover pages for house advertising, with an occasional double-page "spread" in the interior. Such magazines are, therefore, much more than camouflaged advertising for the house. They are of wide editorial and news interest.

3.—If the house magazine is regarded by the principals as an "expense," then, of course, it would be cut off in times of bad trading conditions.

But if it is regarded, as it should be, as a form of advertising which permits of the house bringing itself to the notice of customers and prospects once a month (or once every couple of months) without the appearance of "pestering," and of steadily building up goodwill and reputation—then it is an "investment"—an essential part of the general publicity for the house—and it is continued on through a bad trading time, in the same way as travellers are retained even when their turnover is lower than during a boom year.

(*Continued on page* 488)

A Million Replies to a Coupon

The Successful Launching of "Golden Glory"—How a Distribution of 1,500,000 Tablets was Planned—The Men Who Did It

By H. C. Ferraby

BEHIND the remarkable success of the launching of the Pears' "Golden Glory" there lies, as might be expected, a story of strenuous endeavour. A full-page advertisement in the *Daily Mail*, even when it offers a remarkable gift, does not pull about a million active inquiries throughout the length and breadth of the country, and satisfy those inquiries, without careful, detailed and accurate preparation.

In June of last year the new soap only existed in the form of a few sample and incomplete tablets. Then a wrapper was designed, while the works continued to grapple with various chemical and mechanical problems connected with the output. Much careful planning during the autumn led up to the opening of an advertising campaign in January, addressed to the trade, and then the travellers, well supplied with talking points, were sent out. There was also released a dealer shot which included a letter, a book setting out the trade terms and the special bonus available only to the date on which the advertising was to begin, and a facsimile of the full-page advertisment which was to pull the public into the shops on March 4.

But there was a mystery connected with that full page. It was not complete. The details of the offer to be included were omitted. The reason for this was not explained, beyond the statement in the covering letter which merely said that they were "obvious."

One result inevitably was that the trade began to wonder and to talk. Meantime the travellers were going round and they had been spurred to a particular effort by the offer of a £25 prize for the salesman who obtained the greatest width of distribution as against the total number of customers on his territory.

A reminder letter-card was sent round to the trade on February 3 with a special message, "Don't be caught without stocks," and a third dealer shot on February 13, the front page of which said "2 out of these 3 messages do not interest you." One message was to the man already stocked to advise him to have more, the second to the man who who intended to stock before the advertising began but who delayed doing so, asking him to delay no longer in order to relieve pressure on Pears' dispatch department, and the third to those who did not intend to stock until public demand arose from the advertising, pointing out that they were losing the advantage of the special bonus if they did not stock in advance.

On the morning of March 3 the dealers received an advance reprint of the page with a green border for window display with a streamer and a pointer. At the same time the details of the scheme to be made public in the coupon were broadcast to the trade.

Those details, as is now known, were that any member of the public handing in a coupon signed would receive free an 8d. tablet of the soap. Supplies of the soap were available in 37,000 shops. The credit of Pears, Ltd., was pledged up to nearly £60,000.

The advertisement appeared. And so far as is at present known approximately 1,000,000 coupons were used by the public. There were shops where as many as 100 people were waiting in a queue to present the coupons. The headquarters of Pears were inundated during the day with telegrams asking for stocks to be rushed out. Bright newsboys in certain towns were selling copies of the *Daily Mail* with the coupon at 2d., 3d. and 4d. each. Without the coupon they were prepared to accept the customary penny. A news bill printed in red announcing the scheme had been sent to some 25,000 newsagents and quite a notable percentage of them became, for the time being at any rate, Pears stockists, and handed over the tablets in return for coupons.

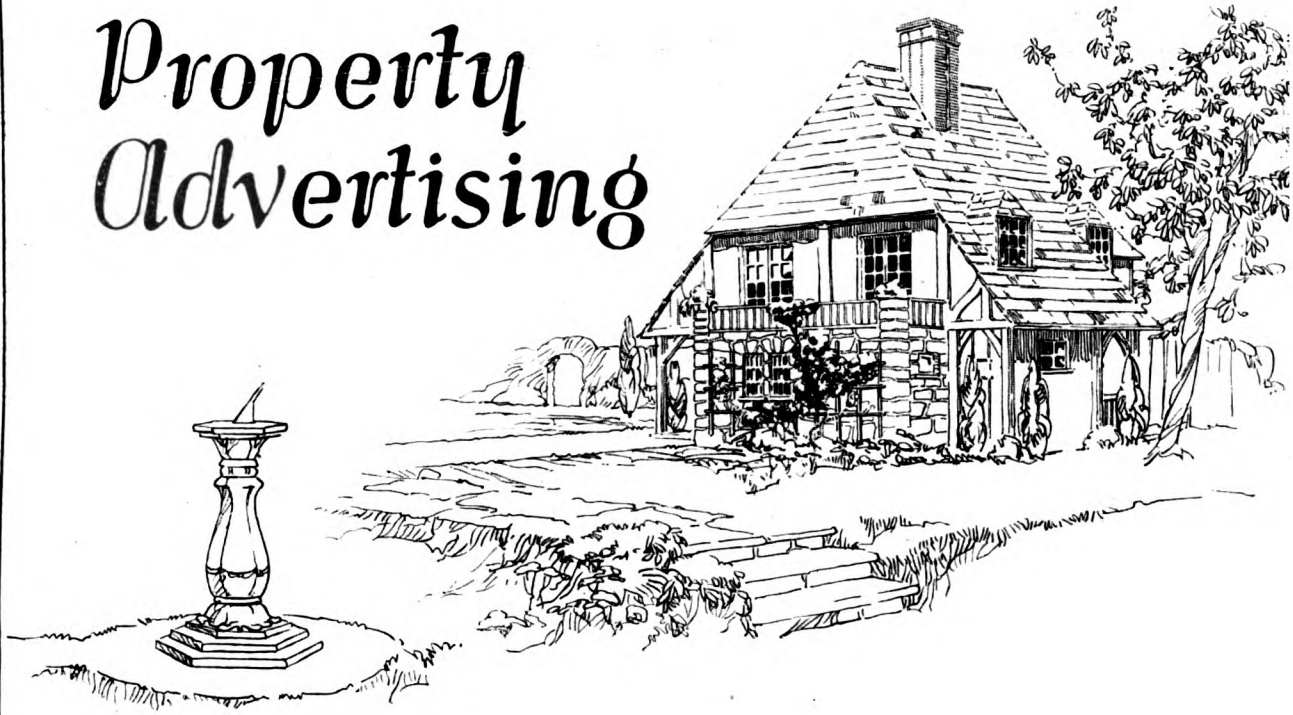
By 10.30 in the morning the *Daily Mail* was sold out all over the country. By the first post on March 5 the delivery of mail matter at Pears' office weighed 2½ tons.

These facts are so remarkable that they deserve to be put on record. It seems to be evident that the spade work done on the scheme accomplished in one day a distribution and a publicity which by other methods would have been a slow and painful process in the old problem of persuading the public to try a new soap. It is probably an under-estimate to say that in 24 hours 3,000,000 people were introduced to and interested in "Golden Glory."

The sales and advertising campaign was the work of four men who pulled together throughout the strenuous months as a team. They were, Mr. Robert Pears, the Managing Director; Mr. A. B. P. Roberts, the Sales Director; Mr. A. W. Adam, the Works Director; and Mr. H. Powell Rees, the Advertising Director.

W S CRAWFORD LTD
« ADVERTISING »
233 HIGH HOLBORN
LONDON
WC1

Property Advertising





THE advertising in "The Times" comprised under the heading of "Properties"—estates, country and town houses, flats, etc.—showed an increase in volume in 1925 of more than 500 columns.

More and more estate agents and auctioneers are finding that "The Times" is the paper that introduces them to clients who want the best homes England can provide.

Readers able to respond to this class of advertising are the best "prospects" for all high-class goods.

THE ADVERTISEMENT MANAGER,

The Times
PRINTING HOUSE SQUARE
LONDON · E.C.4

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

British Goods—Go One Better

SIR,—The slogan "Buy British Goods" badly needs a substitute. This was, in effect, what Mr. Hopton Hadley said in the course of his address on "The Art of the Slogan" to the Regent Advertising Club just recently. He pointed out that a slogan in the form of a command is always undesirable. I am of opinion that the slogan "Buy British Goods" is worse than a command, for it is a whining sort of appeal, with no incentive to buy, given to the prospective customer. It would almost seem another way of saying "For goodness sake Buy British Goods—Trade's Bad!" Now, is the average Britisher with his inborn independence, pride and commonsense going to feel extra keen about British-made goods after having that sort of stuff shot at him? Not likely!

I realise that any slogan to be a worthy substitute for "Buy British Goods" must have something about it that will make an appeal to the characteristics of the British public, and so incite them to purchase. In other words, such a slogan, with true British reserve must "suggest" that British goods are much better than other goods rather than actually say it; for the average Englishman hates swank and few believe in the superlative. Careful consideration of this problem has led me to evolve a slogan which I feel has the necessary qualifications.

My slogan is, "British Goods—Go One Better." Yes! I can hear many people saying, "But what about the use of this slogan in other countries? It doesn't lend itself to translation into foreign languages?" I realise that, but it is not intended that it should. For, in my opinion, nobody save some abnormal genius could evolve a slogan capable of appealing equally to all nations with their varying temperaments.

I do, however, contend that the slogan "British Goods—Go One Better" is far more likely to rouse the English-speaking peoples to action than "Buy British Goods."

JOHN ARMSTRONG.

The Hull Club's Committee

SIR,—At the Committee meeting of the Advertising Club of Hull, held last evening, attention was drawn to the notice appearing in your issue of the 5th inst., on page 399, and I was instructed to inform you that the constitution of the Committee and Officers is as follows:—

4 Representatives of Local Advertisers.
3 Representatives of Advertising Agents.
2 Representatives of National Advertisers.
2 Representatives from Newspapers.

My committee felt that the paragraph such as you inserted is one likely to cause more harm than good, and it was not a fair criticism.

In any event you will appreciate that the Committee was appointed at a General Meeting which is the usual procedure.

ROBERT R. HEDLEY,
Hon. Secretary.

Pictures that Repel

SIR,—The Trojan advertisement (herewith) is, in my opinion, a typical example of "how not to do it" in illustration. The picture of the young child about to be cut to pieces by the engine is sufficient to sicken one with horror.

My interest in all advertisements alone compelled me to read the story underneath,



Quick as Thought! Hundreds of tons of rolling stock hurtling through space can be brought to a standstill with miraculous suddenness by the operation from the engine-driver's cab of a small lever, ever ready in emergency to avert disaster on our Railways.

Part of the advertisement referred to in Mr. Woodgate's letter

but I fear the average reader would be glad to turn over the page as quickly as possible, in order to get this repulsive picture out of his sight.

Surely the Trojan people need not go to these lengths to illustrate the efficiency of their braking system? If they cannot emphasise this feature with an attractive drawing, leave it out altogether. A picture should attract—not repel; an elementary principle that seems ridiculous to repeat.

W. M. WOODGATE.

"A Hit, a Palpable Hit"

SIR,—In his amusing review of my book "The Art of Advertisement Copy-Writing," in your February 26 issue, "H.C.F." accuses me of tampering with an immutable law of nature by suggesting that within a quarter of a century the editorial lion and the advertising lamb will be found feeding together in sweet concord.

He omitted to mention, however, that this assumption was based on the fact that even an editor is not omnipotent—his policy is directed by his employers. I have yet to hear of an editor who holds his position by virtue of his classical features or his pretty taste in spats. The lion will feed with the lamb, not willingly, but spurred by the crack of the trainer's whip.

I am glad to notice that Nemesis has already overtaken "H.C.F." In March 5 issue of the ADVERTISER'S WEEKLY you commend the striking enterprise of the *Western Mail* in publishing a red-hot topical article flanked by relevant advertisements. What a splendid example of editorial and advertising co-operation! Has the lion, then, already come to heel?

It begins to look as though I shall not need to wait the allotted 25 years before prodding "H.C.F." with a gentle "I told you so!"

J. C. TOOHILL.

The Press Agents and the Lemon

SIR,—What an awfully unkind man you are to go and "let the cat out of the bag" altogether about the poor Press agents!

You need not have published in March 12 issue *all* the details about the "Co-operative Campaign for Jewellery."

Why should you let people know that of the £10,000 to be raised for advertising, £1,500 shall be given to the Agency for "Editorial Publicity—meaning the preparation of news items and special articles for gratuitous publication in the Press?"

Of course, it was very kind of you to forbear from under-lining or putting in larger type the word "gratuitous."

Don't you know we poor Press Agents over and over again are doing our best to explain that this money we so rightly deserve does not come out of advertising appropriations?

I know *we* urge people to "Eat More Fruit," but why should you hand *us* a "lemon" like this?

VERY HURT.

The Far Eastern Advertising Agency

SIR,—With reference to a notice appearing in your issue of the 12th inst., *re* the Far Eastern Advertising Agency, Ltd., may we point out that this is the final meeting of a company which went into liquidation in 1915?

The notice as it stands in your paper may create a misunderstanding in the minds of some of your readers, who may confuse that company with the Far Eastern Advertising Agency (London), Ltd., whose offices are situated at 36-38, Southampton Street, Strand, London, W.C.2.

We should be very much obliged if you would give some notice in your next issue explaining this, as we have already had inquiries as to whether the notice concerns the present company.

Yours faithfully,
p.p. The Far Eastern Advertising Agency (London), Ltd.,
STANLEY H. BYWATERS,
Managing Director.

"The Tick of the Clock"

Mr. W. H. Harford's article in the WEEKLY of February 19 on the subject of the Prince of Wales' call to British industry has been reprinted by Saward Baker and Co., Ltd., in a handsome brochure, with diagrammatic illustrations to drive home Mr. Harford's points about the tick of the clock and the trade that passes from us with the passing of time.

* * *

New Forest News

Mr. H. J. B. Fitzgerald has again come into managerial control of the *Bournemouth Graphic*, the illustrated weekly for the South Coast, which is now under the proprietorship of Mr. J. E. Barnes, of Southampton. It was under Mr. Fitzgerald that the *Graphic* made its reputation; and he has now extended its circulation and service to cover Southampton. This enables the *Bournemouth Graphic* to cover the whole of the New Forest area.

BIG SERVICE for SMALL ACCOUNTS

THE advertiser who wishes to spend but a small appropriation may, in some instances, have the feeling that the big organisation does not want to be bothered with him.

We always look on the small account this way: Given the right advertising service it will grow into a big account. To build success from small beginnings is a pleasant task and makes a reputation for us as well. Also, pioneering work stimulates; rouses a kind of personal pride and calls up efforts that surprise even ourselves.

Another conviction we, as a large organisation, hold, is that the handling of big appropriations is an excellent training and qualification for the outlaying of smaller sums. This is the interesting influence of money. That the more money one handles, the more exacting one becomes in determining that every penny shall give full value. Apart from this, we realise what expenditure means to the man starting with a small outlay. But our experience and methods alone are sufficient to make us see that every client gets the best returns on his appropriation.

Whether your account is to run into three figures or six you are entitled to the most complete, careful, and comprehensive service. To this end it might interest you to arrange an interview with us.

MATHER & CROWTHER LTD.

MODERN ADVERTISING

10-13, NEW BRIDGE ST.
LONDON
E.C.4

Ad. News in Brief

Publicity at a Political Club—A Turkish View of News Bills—Sir Charles Higham's American Tour—An Advertising Clock

A Courtesy

In order to accommodate the interesting diagram published by Messrs. Saward Baker & Co., Ltd., in this issue, Mr. J. Murray Allison, Advertisement Director of Allied Newspapers, Ltd., kindly allowed them to use our centre pages, which have been booked by him for the whole of 1926.

Examinations for Printers

Subject to a sufficient number of candidates making application, the Stationers' Company and Printing Industry Technical Board will arrange for examinations in the following sections of the printing industry at Stationers' Hall on Monday, May 3, at 6.30 p.m.: Costing, cylinder machine, printers' assistants, binding (women). Tuesday, May 4, at 6.30 p.m.: Paper, warehouse, linotype, estimating, monotype, stereo and electro, book crafts. Wednesday, May 5, at 6.30 p.m.: Composing. Thursday, May 6, at 6.30 p.m.: Binding, reading, lithography, order clerks, platen machine. The Technical Board awards certificates, medals and prizes on the result of the examinations, but a candidate having obtained a first-class certificate or prize is not eligible for a similar award in the same section.

A Hint

Representatives of Australian papers likely to reach the Australian motoring public should read "Current Advertising" carefully this week.

Study Circle on Typography

The Publicity Club of London has now commenced the second series of study circles.

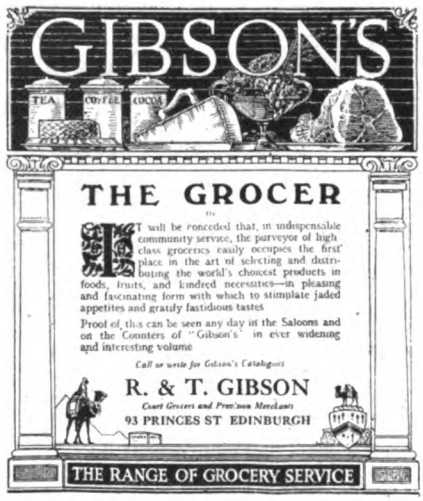
The subject being dealt with during this session is "typography," and there will be eight meetings on this subject. Full particulars may be obtained from Mr. R. Donald Elcox, Hon. Secretary of the Study Circle, Publicity Club of London, 112, New Oxford Street, W.C.1.

Holiday Ideas

Beautiful half-tone illustrations and much helpful and informative reading are given in "Caravanning," a booklet issued by the Holiday Caravan Co., Ltd., of Oxford.

Rate Cards Wanted

Griffiths & Weller, Ltd., 3, Grosvenor Gardens, S.W.1, want current rate cards of all classes of publications.



One of a series of dignified grocery advertisements recently appearing in Scottish papers

120 an Hour

An advertising clock, which shows 120 advertisements an hour, has been put on the market by the Multiple Advertising Clock Co., Ltd. The advertisements are enclosed in the case of the clock and change automatically every half minute.

A New J.P.

Mr. A. W. Fisher, director of Pullars of Perth, has recently been appointed Justice of the Peace for the county of Perthshire. Mr. Fisher is well known among London advertising men and also amongst members of the Rotary movement.

A Neat Summing-Up

"In conclusion, it might be said that the work of advertising agents is a *science* in its basic facts, and *art* in its execution of details and a *business* in its endeavours and results." From *Outlines*, a new book on the function of an advertising service agency issued by Gordon & Gotch, Ltd.

Change of Address

Band & Dawson have removed to Old Colony House, South King Street, Manchester.

Speeches in America

Sir Charles Higham sails for America by the *Leviathan* on March 30, and will address about a dozen advertising clubs and other business associations during his visit. Among the advertising clubs where he will speak are the Poor Richard Club of Philadelphia, Brooklyn, Baltimore, Boston and Pittsburg. He will spend the last week of April in New York and sails for England again on April 30.

From Atlantic to Bosphorus

The *Djouhmiriet*, one of the leading daily newspapers of Constantinople, published in a recent issue an interesting account of a cruise from New York to Constantinople in the Anchor liner *Transylvania*. The article is illustrated by a picture of the ship and a reproduction of the front page of the Atlantic edition of the *Daily Mail* printed on board. The writer records his impressions of the printing shop where the *Daily Mail* is printed, and he quaintly adds, "they advertise their paper on the boat to increase its sale. The advertisement (this reference is obviously to the contents bill) is made on red paper the size of the newspaper on which is written the leading news items embodied in the paper."

At the Constitutional Club

On Tuesday an address was given by Mr. T. C. Elder, the managing director of Industrial Publicity Service, Ltd., by invitation of the Political Committee of the Constitutional Club, on the subject of "The Growing Power of Publicity." Sir Edward Nicholl presided.

Some "Cardinal" Points

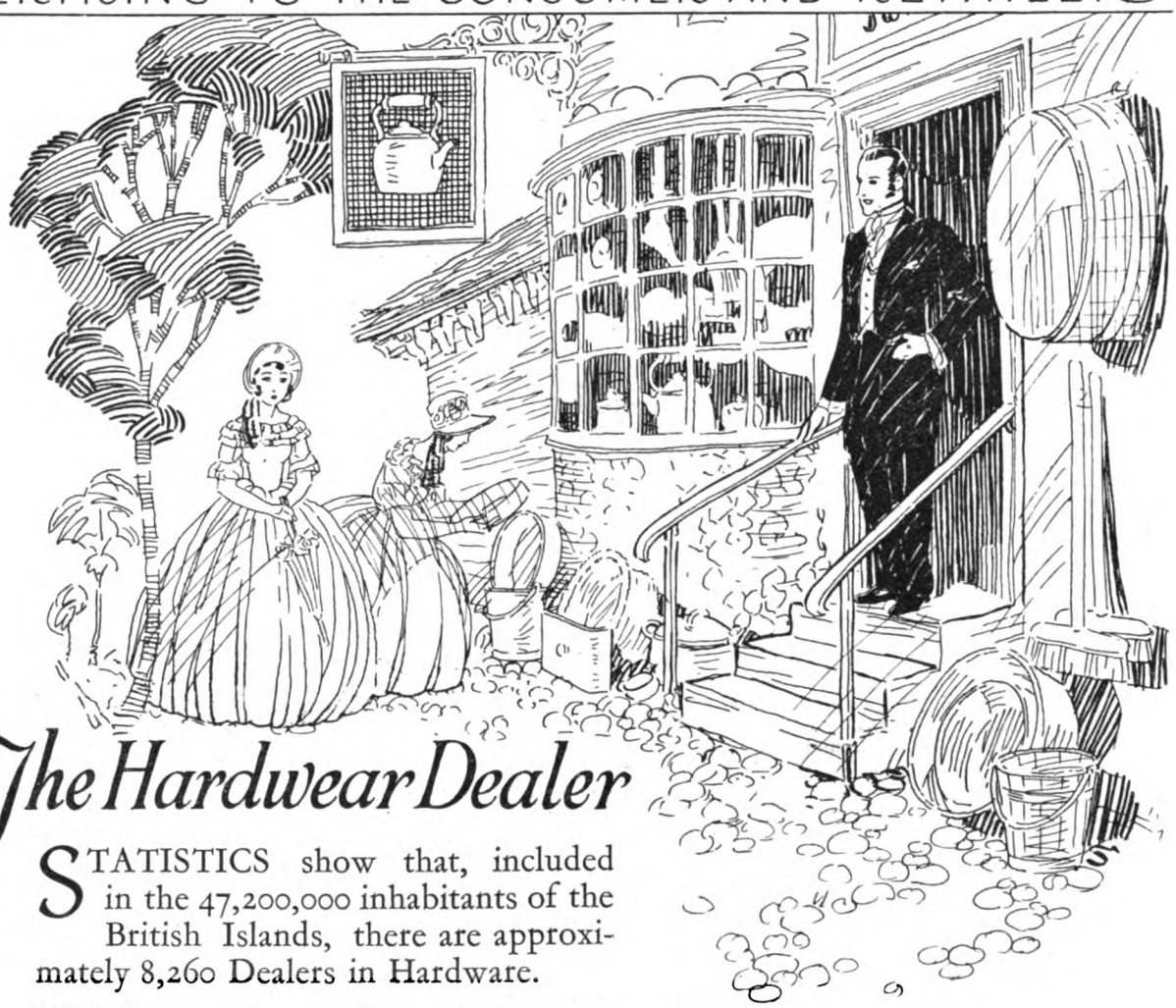
Mazarin is the subject of a beautifully-produced type book issued by Messrs. Cooper & Budd. It is, as the firm claims, a forceful, distinctive face, which offers decided possibilities to publicity men if it is handled with skill. The Mazarin decorations are in the spirit of the age of the great Cardinal.

Revenue for Post Office

Clause 19 of Mr. Churchill's new Economy Bill is designed to remove doubts as to the powers of the Postmaster-General to affix advertisements by way of postmark and collect fees therefor. No data are available on which it would be possible to frame a definite estimate of the revenue likely to be obtained from such advertisements, but it is anticipated that it will be in the neighbourhood of £250,000 a year.

When you advertise in the "Sunday Pictorial," you are broadcasting in print.
Circulation 2½ millions

ADVERTISING TO THE CONSUMER AND RETAILER



The Hardwear Dealer

STATISTICS show that, included in the 47,200,000 inhabitants of the British Islands, there are approximately 8,260 Dealers in Hardware.

With its net sales considerably in excess of 3,000,000 copies per issue, The NEWS OF THE WORLD (on a conservative estimate of three readers per copy) is read by more than one-fifth of the entire population of the British Isles.

These figures show that **1,557 readers of The NEWS OF THE WORLD are Hardware dealers.** Yet another instance of this paper's value in a simultaneous appeal to the consumer and retailer.

NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.

A Short Intimate Talk Broadcast from the YORKSHIRE EVENING POST.

FOR THE PUBLIC WEAL.

A NEWSPAPER owes much more to the community it serves than merely to give it news, views and facilities for advertising. It must be prepared to support, even to lead, movements to ameliorate the lot of the sick and the suffering, and to promote in every way the public weal.

Let us set out briefly a few of the ways in which *The Yorkshire Evening Post* endeavours to live up to its ideals of service.

It has for many years administered a Boots for the Bairns Fund, to which the Leeds public has subscribed £35,000. Every penny is spent on the purchase of boots and clothing for necessitous children. There are no expenses.

It co-operates with the Education Department of the Leeds City Council in organising yearly a Children's Day, when some of the most eminent doctors and surgeons assist in selecting the healthiest children for prizes. This is a great day for the children of Leeds, and it has a great influence on child welfare in the city.

Because generous people showered money on it after an article on wireless for bed-ridden invalids had appeared in *The Yorkshire Evening Post*, it organised and administered a Fund which provided and fixed crystal and valve sets for two hundred afflicted men and women who are doomed to lives of inactivity and poverty.

At present, in conjunction with the Leeds Civic Society, it is encouraging window-boxes for the houses of the artisans in the grey, close-packed districts. It is a Brighter Leeds movement, with immense possibilities.

The Yorkshire Evening Post readers endowed the famous White Horse of Kilburn—the figure of a horse cut in the Cleveland hill-side, which can be seen more than a score of miles away, and will now be kept clean with whitewash in perpetuity.

Yearly it runs competitions for the lawn tennis courts in the parks, for the best-kept bowling green in Yorkshire, for motor and motor-cycle trials, etc.

All of which we relate because we want advertisers to know that *The Yorkshire Evening Post* has the biggest circulation of any evening paper in its area, carries by far the most advertisements, and is sensitive to every mood and thought of its great public.

Leeds: Albion Street. Doncaster: Scot Lane.

CLUB NOTES & NEWS

WHAT'S ON

Aldwych.—Connaught Rooms, 1 p.m., to-day (Friday), luncheon in honour of Mr. Alan Cobham. Tuesday, after-lunch talk, Mr. Cherry Kearton.

Regent.—Caxton Hall, 7.15 p.m., Wednesday, "Business English," Mr. Sydney Walton. Mr. J. George Frederick, of New York, will also give a short talk.

Cardiff.—Royal Hotel, 1 p.m., Tuesday, "The Work of the National Vigilance Committee," Mr. Horace Imber. "The Way to Blackpool and Philadelphia," Mr. Andrew Milne.

Birmingham.—7 p.m., Wednesday, "An Industrial Wayside Pulpit," Mr. J. H. Carmichael.

Glasgow.—Grosvenor Restaurant, Friday next, annual dinner, The Rt. Hon. J. H. Thomas.

Business Research Association.—Old Colony Club, 7 p.m., Thursday, Dinner to Mr. J. George Frederick.

Women's Advertising Club — Men Guests Discuss the A.A.

Lt.-Col. E. F. Lawson was the principal male guest at the dinner of the club, on Tuesday night, and spoke on the work of the Advertising Association. Mrs. E. M. Wood presided.



Mrs. E. M. Wood

Col. Lawson said he thought most of the opposition on the part of men to women in business was due to plain jealousy, to a fear that the hand that now signs the cheques would soon be rocking the cradle. Women's success in advertising was very real and remarkable. The cause was deep rooted, because women were the best judges of how to advertise to other women, and they were pretty good judges of psychological effect generally. The organised advertising movement was widespread, and if they who were in the forefront meant to keep there they must do something. Probably no profession gained more from personal contact and interchange of ideas. The club movement was educational in the widest and best sense, training for what they were doing or were going to do. Even at this stage knowledge of advertising methods was largely empirical.

There was everything to be gained by putting the results of individual experience into a common pool. In the formation of the Association they were giving a display to the world of corporate strength. On the vexed subject of control he would say that no doubt a time would come when there would be a central body which would control. He thought the Advertising Association would be that body, but it would then be composed in a very different way from that in which it was at present composed. The time was probably not ripe yet for it, and in the meanwhile there was an enormous field of activity for the Association as already constituted. It was much more than an organisation for advertising advertising. There was not much in its work in which women did not come in equally with men.

Mr. Eric Field spoke on the Club movement. Its chiefest advantage, he said, was the educational side. They learned much through the speeches and discussions, through the semi-formal chats, and still more through friendly chats with those they met at the clubs. Secondly, there was the personal contact by which they came to know and appreciate those with whom they did business and those who were their competitors.

Other guests who spoke were Mr. W. S. Crawford, Mr. L. Raven Hill, Mr. W. Ewart Rumble, and the Editor of the ADVERTISER'S WEEKLY.

P.A.M.A.—New Officers and Council Elected

The annual general meeting of the Press Advertisement Managers' Association, Ltd., was held on Monday, at the Chantecler Restaurant, when the officers for the ensuing year were elected as follows:

President: Mr. F. Simonis (the *Star*).

Vice-President: Mr. C. Crane (*Leicester Mercury*).

Hon. Secretary and Treasurer: Mr. A. J. Wall (*Irish Independent*). Assistant Secretary: Mr. E. H. Hull.

Council of Management: Messrs. P. Emanuel (Odhams Ltd.), E. W. Folkes (*Belfast News Letter*), T. Kirby (*Reynolds's*), H. J. Lees (the *Scotsman*), J. A. W. Mudie (D. C. Thomson & Co., Ltd.), F. Osborne (the *Windsor Magazine*), H. C. Paterson (*Yorkshire Post*), G. E. Perman (Temple Press, Ltd.), S. H. Perren (the *Sheffield Telegraph*), A. Richardson (*Sunday News*), George Scott (*Glasgow Herald*), F. Webber (*Western Mail*).

Hon. Solicitor: H. Garland Wells. Auditors: Ellworthy & Co.

An interesting feature of the meeting was the presentation to Mr. F. Osborne, the retiring hon. secretary, of a testimonial in the form of a handsome case of table ware subscribed for by all the members of the Association.

Birmingham—Trade Openings in the Crown Colonies

On March 5, Mr. P. J. Hannon, M.P., addressed this club on the subject "Our Imperial Estate," dealing with the importance of developing trade within the Empire. The address was extremely interesting, and the speaker pointed out, giving figures to prove his case, that while owing to the chaotic condition of European finance the purchasing power of Europe in our markets had gone down, there had been a steady rise in the trade barometer in our Overseas Dominions. He made a very strong appeal to British manufacturers in connection with what are known as the Crown Colonies, about which, as he pointed out, so very little is heard either in Parliament or in other walks of life. Large business is being done with these more or less unknown regions, but there were possibilities of enormous increases if the manufacturers and traders of this country would make a special research in connection with them and go after the business. Mr. Walter L. Chance was in the Chair.



THE CITY HALL, PHILADELPHIA, U.S.A.

Seat of municipal government of America's third largest city. It is to-day the largest single building in America and its total cost has exceeded $24,000,000. It occupies an area of approximately 4½ acres; height of tower, 547 feet. The clock face is 361 feet above the pavement and has a diameter of 26 feet. There are 662 rooms in the building, giving a floor area exceeding 14½ acres. The figure surmounting the tower is that of William Penn, who, under a land grant of King Charles II. of Great Britain, founded Pennsylvania, of which State Philadelphia is the chief city. The building on the right is the terminal of the Pennsylvania Railroad.

A Great American Daily.

Philadelphia, the third largest city in the United States, is proud of its foremost newspaper—*The Bulletin*. With a daily circulation exceeding half-a-million copies, it goes each day into nearly every home in Philadelphia and vicinity. Its character and tone are of the highest and its name is a household word in this, the sixth largest city in the world. Philadelphia, more than any American city, still shows the English influence; it was one of the first colonies, and is to-day the home of many who, by emigration or as descendants, have ties that bind them to the Motherland. Few of the world's markets offer so attractive an opportunity for profitable business to English concerns as does America's third largest city—Philadelphia. Net paid average circulation for twelve months ending December 31, 1925, was 524,662 copies a day.

THE CIRCULATION OF "THE PHILADELPHIA BULLETIN" IS ONE OF THE LARGEST IN THE UNITED STATES.

There are Thirteen Thousand Five Hundred and Seventeen People in

GREENLAND,

But no amount of advertising will sell them refrigerators.

There are Forty-Six Thousand One Hundred and Sixty-Five People in

Aden,

But the cleverest advertising will not sell them hot-water bottles.

There are Eighty Thousand People in

Mecca,

But it would be difficult to advertise "Johnny Walker" successfully.

YOU KNOW THIS,

But do you know which towns and counties of the United Kingdom are especially favourable or reluctant buyers of the kind of goods that *you* make.

If not, your advertising policy and your appropriation cannot be 100% efficient.

Sheldons Ltd

know

all the facts about all towns and cities of ten thousand population and over. Consequently,

Sheldon's Press Advertising Department

which has made the most complete and exhaustive Market Analysis ever attempted, is in a position to get you full value for every £ spent.

Sheldons Limited, Leeds.

CLUB NOTES AND NEWS—(Cont.)

Dundee Business Club's Annual Report

The annual general meeting was held on March 16 and the Committee reported that the membership at the commencement of the year was 277. During the year 31 gentlemen resigned and 12 gentlemen were accepted as new members. The total now stands at 258.

This year a course of six dinner lectures was arranged. The excellent response which the members gave to these has made the club's session a tremendous success, and the Committee decided to make the sixth dinner lecture the annual meeting.

The Committee was fortunate in arranging a course of six lectures by Miss Gladys Burlton, B.A., for the young men and women employed by the members of the club. Over 400 young people were enrolled, and the attendance at the meetings was very encouraging. The club offered three prizes—£5 5s., £3 3s. and £1 1s. respectively—for the three best essays on Miss Burlton's first five lectures. The prize winners are: 1st, Mr. W. S. Phillips; 2nd, Miss G. E. Howden; 3rd, Miss Helen T. Wilson.

Mr. D. C. Cuthbertson gave an address to the annual general meeting on "How to Conduct a Shopping Week."

London—"The Editorial Attitude Towards Advertising"

Dr. J. M. Bulloch, of the *Daily Graphic*, was the first speaker at last Monday's meeting. He contended that the editorial and advertisement sides of a newspaper knew far too little about each other.

The editorial department was apt to under-estimate the intelligence of the public, and "write down" to it. while the advertisement department, borrowing its inspiration from America, literally "wrote up" to its readers.

This wholesale borrowing of American methods in advertising was deprecated by the speaker. The two countries were so immensely different. We worked to live, whereas Americans lived to work, and they were making advertising an end in itself, instead of a means to an end. The public over there really liked reading advertisements for their own sake, and not because they were conscious of any desire to buy.

At the present time, there appeared to be no liaison between the typically British character of the editorial side and the anything but British character of the advertisement side, and this was a very great pity.

Both sides were twin forces in one great enterprise—to capture that wholly incalculable thing a "prospect."

Mr. Hamilton Fyfe, the editor of the *Daily Herald*, was the next speaker. He commented on the changes that had taken place in newspaper offices during the last 30 years. In those days, the editorial staff considered themselves immeasurably superior, in a social sense, to the people engaged in the "low" business of getting advertisements.

Up to 1896, the editor had always reigned supreme, but about that date the proprietors took control, and the newspapers then produced became much more readable.

In the case of the *Daily Herald*, however, the control lay in the hands of the readers, and this made things somewhat difficult, owing to their anxiety to take a hand in everything. If there were few advertisements, the staff was blamed for not knowing their business; if advertisements were obtained from large firms, the readers accused them of "trafficking with the unrighteous Mammon of Capitalism."

However, this control did establish the "personal touch," which was very valuable—not only to the editorial side but also to the advertisement department.

Regarding the question of newspapers guaranteeing their readers against losses through fraudulent advertising, Mr. Fyfe stated that although this sounded very attractive, it would be impossible in practice. There was no newspaper that could afford to do it. It was not a question of whether the article was what it pretended to be—it was a question of whether the public thought it was what it pretended to be.

Mr. Owen Jones, the editor of the *Caxton Magazine*, was the third speaker. He said that the attitude of an editor of a trade paper to advertising was necessarily different from that of the editor of a daily paper. Trade papers existed solely to talk about the things that the advertisers were making or handling, and trade notices or editorial reviews were given, not as a favour to the advertiser, but as an intrinsic part of the journal.

The speaker outlined the principles which he had adopted:—

First of all, no advertising was ever accepted by his paper on the condition that it received editorial mention.

Secondly, the thing written about, whether large or small, must have been seen, and if possible tested, by the editor or the individual writing about it.

Thirdly, the news value of the article must always rank above the amount of space taken when the editorial review is made.

Lastly, the editor must hold himself personally responsible for the advertisements themselves; that was one of the most serious responsibilities of trade journal editors.

If he were asked, he said, to sum up in one word the attitude of the editor of a trade paper to his advertisers, he would use the word "Co-operation."

Glasgow—Advertising Pitfalls to be Avoided

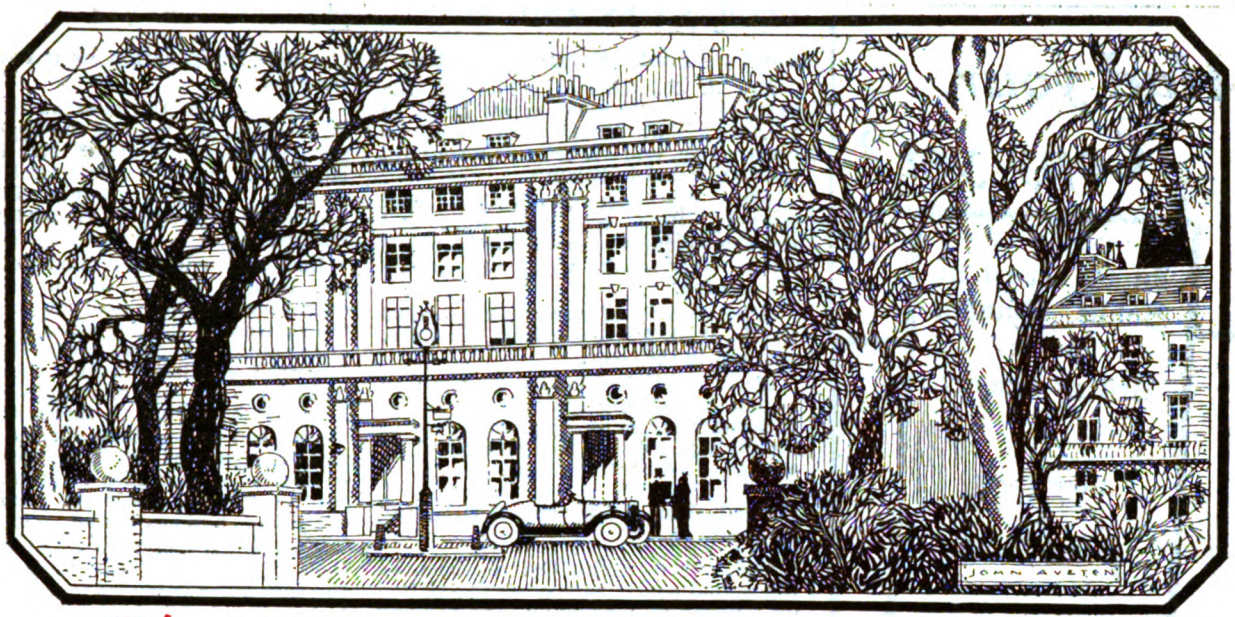
Mr. W. B. Robertson delivered an address on "Pitfalls in Advertising" at the weekly luncheon in the Grosvenor Restaurant last Friday. Mr. D. C. Cuthbertson presided.

The acid test of any advertising, he said, was—Would it sell the goods? Describing the pitfalls, he spoke of vanity in advertising, where a man was vain about himself, or about the great business he had created. That would not sell goods. Then there was the case of the advertising of works when it was a commodity that was offered, and it was in the commodity that the public was interested. Some advertisements were too clever, and, again, advertisers should tell the truth. There was a danger in saying too much unless it was certain that the public would accept what was said.

To decry the wares of competitors was worse than a blunder; it was a crime.

The Club "Where Is it?"

The Hon. Secretary of the Fleet Street Club, Mr. F. W. Slaughter, reminds us that his address is, c/o *Sheffield Independent*, 169–170, Fleet Street, E.C.4, and not as given in the list of secretaries published last week.



Sunday Chronicle

goes into the homes of the well-to-do everywhere

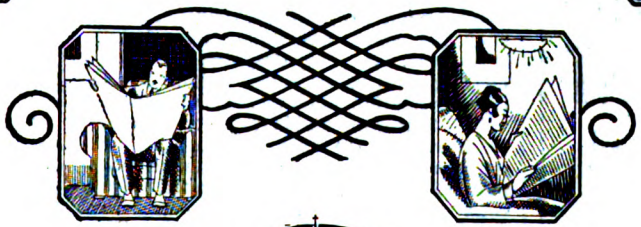




and read by everybody in the home







SUNDAY CHRONICLE
THE SUNDAY JOURNAL OF THE WELL-TO-DO

D

Had your Copy yet?

In the Court of Public Opinion OF THE British Empire.

Advertisers v. British Public.

BRIEF TO COUNSEL TO APPEAR ON BEHALF OF ADVERTISERS.

Advertising "Counsel" get your brief to-day!

A 'phone call to

Cent. 3173

will bring it quickly!

A concise and practical review of the necessity for

The Outlook

BRITISH EMPIRE SUPPLEMENT

MAY 22nd

30,000

FIRST PRINTING ORDER!

L. INDER HEWITT,
Advertisement Manager,

THE OUTLOOK,
69, FLEET STREET, E.C.

CLUB NOTES AND NEWS—(Cont.)

London—Public Speaking Section

Mr. J. R. Thomas addressed the members on procedure at all kinds of meetings. Mr. Thomas is an expert on constitution, and his remarks were most interesting and instructive.

After the lecture, questions were invited; these were numerous, and the thoroughness with which the points raised were dealt with was greatly appreciated.

A hearty vote of thanks was proposed by Mr. R. J. Fleet, the Hon. Secretary, who was in the chair.

Mr. Thomas has kindly promised to be one of the jury again in connection with the forthcoming competition evening for the cup, which is being presented by the Regent Advertising Club.

Oxford—The Arithmetic of Retailing Expounded

The Publicity Club of Oxford celebrated the second anniversary of its foundation on Tuesday by holding an open meeting in the Y.M.C.A., at which Mr. J. C. Kirkwood, of the London Press Exchange, Ltd., spoke on "The Arithmetic of Retailing." An invitation was extended to members of the Chamber of Trade, to which body the club has recently affiliated. Mr. A. Stanley Brooke, vice-president of the club and president of the Chamber of Trade, presided, and congratulated the organisers of the club on their very successful work during the past two years in the interest of local business and business men.

Mr. E. Kingsley Belsten read letters of congratulation from Mr. W. W. M. Thomas, publicity manager to Morris Motors, Ltd., on behalf of Mr. W. R. Morris; from Lieut.-Colonel Lawson, President of the Advertising Association; the chairman, officers and members of the Publicity Club of London.

Mr. Kirkwood said that, speaking generally, he found there was not the understanding there ought to be of some phases of retail business. There were not many men who made an estimate at the beginning of their trading year of the amount in terms of what must be sold to return all selling costs. One of his objects was to give them an idea of how to make that calculation—to return their selling costs and gain some reward. He went on to explain his system, and divided the classes of charges under eleven headings as follows:—(1) Establishment charges, such as rent, rates and taxes, insurance, light, heat, power and renovation; (2) management; (3) selling expenses proper, such as shop assistants, advertising, stationery, etc.; (4) despatch; (5) purchasing; (6) losses, such as bad debts; (7) depreciation, such as shrinkage in the value of furniture and fittings, lorries, etc.; (8) interest; (9) miscellaneous, such as donations to societies; (10) income tax; and (11) capital, which demanded wages—as any human being did—such as dividends, reserve and mortgage. The lecturer took as an example a drapery business with £10,000 capital, and estimating costs under the various heads showed in an interesting way that £20,000 would have to be the turnover to return all selling costs and give a profit of 33⅓ per cent.

Mr. S. G. Hunt voiced the thanks of the meeting to Mr. Kirkwood, to whom a book of water-colour drawings of Oxford was presented as a memento of his visit.

Cardiff—Imagination as a Factor in Success

"Drapers are the most successful of all retailers, and most of the big drapers are Welshmen," declared Mr. Hopton Hadley, in an address last week to the club on "Imagination and Ideas in Business." The chair was taken by Mr. A. Hauser.

Imagination was the mind's eye, said Mr. Hadley, and it was a pity that educational methods had not yet solved the problem of keeping alive the child's imagination. Drapers were the most successful retailers because they knew how best to make use of advertising—and how best to appeal to the mind's eye. We all had imagination—more or less—and to achieve success in life we all had to use it. A good idea in business was worth a fortune, and it was possible for everyone in business to find an idea.

The biggest aid they could have to their business was advertising, and in this connection he wished to say that they had a wonderful service of first-class newspapers in Cardiff. He was really amazed at the quality of them, but he could not say that Cardiff advertising was first-class, far from it. There should be eight big drapery firms advertising each day. He had made himself acquainted with the circulation of these newspapers and they were not being made the best use of. They should not think advertising was giving money to the newspapers. He had been struck by the paucity and poorness of Cardiff retailers' advertising, and as an illustration mentioned an advertisement concerning tussore silk at so much per yard. The women did not want tussore silk at so much per yard; she wanted the garment—to see was to want.

London—Presentation of the Crawford Cup

Before the meeting on Monday, Mr. Andrew Milne, in the absence of Mr. W. S. Crawford, presented the "Crawford" cup and the £10 10s. to the winner, Commander Ellis. The chairman explained that the task set to the competitors had been "The Ideal Club Programme." Several excellent entries had been received, but many of these were far too technical. For second place, Mr. A. Robinson and Mr. W. T. Moss were bracketed together.

Mr. H. W. Dick, the Hon. Secretary of the Publicity Club of Glasgow, conveyed to the members the fraternal greetings from his colleagues, and assured the members of the London Club a hearty welcome to any of them visiting Glasgow.

Bradford—Some Figures on Community Advertising

Mr. W. M. Teasdale, advertising manager of the London and North Eastern Railway, spoke on "Community Advertising" at the meeting held in the Midland Hotel on Wednesday of last week. Mr. G. H. Leeson presided.

He said that the subject was of interest at the moment throughout the country, and that many people imagined that advertising was entirely a matter of spending money. That was not so. It was the conception and the careful preliminary work that made for the success of any publicity campaign.

"How should they advertise Bradford? Were they going to insert advertisements

(*Continued on page* 478)

splendid market within these islands"

H.R.H. THE PRINCE OF WALES

"the splendid market within these islands" have suffered ast in the trade outlets overseas. Remember that increased nports of foreign-made articles into this country has ncided with the decline in our exports.

ur faith in the future of British industries leads us to lieve that intensity of salesmanship in the home market, mbined with alertness regarding overseas trade, is the re way to advance individual and national prosperity.

R & CO. LTD

n A to Z

LONDON, W.C.2

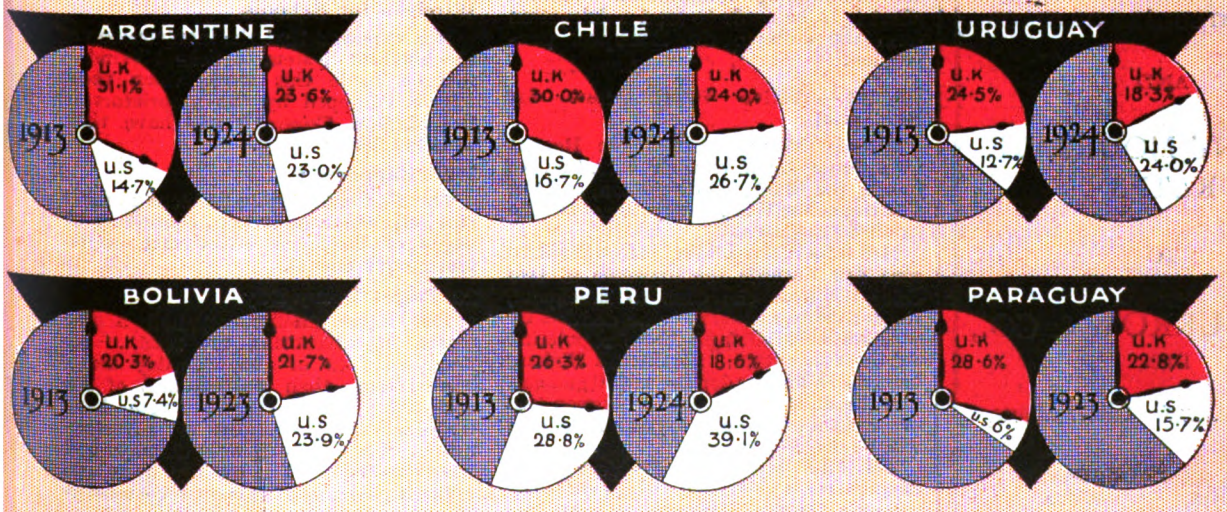
Telephone:
HOLBORN 5528 (5 lines)

creases with almost every tick of the clock'

H.R.H. THE PRINCE OF WALES

owing demand for British Goods"

H.R.H. THE PRINCE OF WALES



ked sections show graphically the proportionate amount of these import trades ited States of America in the years stated

The
REVIEW
of
REVIEWS

FOR

FEBRUARY

WAS

SOLD OUT

WITHIN A WEEK OF PUBLICATION

ADVERTISERS

WHO APPEAL TO

PEOPLE OF POSITION

SHOULD APPLY AT ONCE FOR PARTICULARS OF SPACE

AND

PRESENT MODERATE RATES

TO

ED. J. BURROW & CO., LTD.,

Advertisement Contractors,

43, 45, 47, KINGSWAY, LONDON, W.C.2.

Telephone: Regent 1146.

CLUB NOTES AND NEWS—

(cont. from p. 474)

in the papers with national circulations merely saying that Bradford was the great wool centre of England? He could not see that that would have the slightest effect, yet he had known towns do that sort of thing. In any scheme of town advertising the first thing to do was to make the people of the town the salesmen for it. Owing to the temperament of the Englishman it was very difficult to make him the salesman for his home town; it came more natural to him to criticise than to extol municipal government and enterprise.

The speaker gave some interesting figures of advertising by towns. Portland (Oregon), with 258,000 population, spent £60,000 per annum on advertising itself; Denver (256,000) spent £30,000; Salt Lake City (118,000) spent £15,000; Kansas City (100,000), £15,000; San Diego (74,000), £25,000; St. Louis (770,000), £22,000. He could not find how many tens of thousands of pounds Bradford (286,000) found it necessary to spend on advertising itself.

In this country community advertising was mostly found at pleasure resorts, but he admitted there was a decided movement to develop the industrial towns. York never advertised till four years ago, but from the time it started the number of visitors had increased year by year. Last year the increase was 156 per cent. over the previous year.

He added that it was no use starting a community advertising campaign to run for one year; it must run for a period of years—say, five.

Mr. H. C. Derwent proposed a vote of thanks to the speaker.

Hull — New Club's Delegation to Blackpool

On Tuesday night the Hull Publicity Club may be said to have begun functioning again after a lapse of a dozen years, for its reconditioned constitution was adopted by a general meeting.

It was announced that the committee had decided to waive the entrance fee of 10s. 6d. in the case of those who pay the annual subscription of one guinea before the end of March.

The membership is now 53, and there is every likelihood of early affiliation to the Advertising Association. Every effort is to be made to send a delegation from the club to the Blackpool Convention.

Regent — Active Preparations for Blackpool

Already 15 members of the Regent Club have signified their intention of joining the Blackpool delegation, and the Chairman, Mr. W. J. Earley, hopes to take in all 40 members.

Mr. Robert Thornberry has offered to give £10 towards the expenses of two delegates from the Club to Blackpool, the fortunate members to be decided by a ballot held amongst those registering for the Convention. Sir Charles Higham has given a further donation of 10 guineas, and the distribution of this between two other members desiring to go to Blackpool will be decided later.

The Club will be holding fortnightly suppers for Convention delegates, commencing Tuesday, March 30, at the Griffin Restaurant, Villiers Street, Strand, W.C.2.

A summary of Mr. Greenhill's address to the Club, on March 10, appears in the Printing Supplement on page 143.

PUBLICATION NOTES AND NEWS

"Good Housekeeping's" Progress

The extent to which *Good Housekeeping* has gone ahead is shown by the following comparison of figures for issues in the month of April in recent years:—1922, carried 34 pages; 1923, carried 95½ pages; 1924, carried 90 pages; 1925, carried 126 pages, and 1926, carried 136 pages.

Empire Trade

The *Outlook* is getting ahead with its Special British Empire Supplement due to appear May 22. Eminent authorities on matters of Empire trade development are writing for this issue, and it is being generously supported by advertisers of goods of British origin.

The "Star" and the Blues

Oxford and Cambridge blues are the inks used for a large folder just issued by the *Star* to call attention to its new net sales certificate.

The Spring Fashions

The *Drapers' Record* spring number had a series of beautiful coloured pages in its advertisement supplement and carried altogether more than 160 pages of advertising.

A Banking Supplement

On Monday last the *Financial Times* published in its usual issue an International Banking Supplement which contained no fewer than 38 pages devoted to banking conditions and the economic situation in every European country, in the British Empire, the United States, South America, and the East.

Canvassing by Post

Blake's, Ltd., have issued the 1926 edition of *Norfolk Broads Holidays Afloat*, the first issue of which totals 33,000 copies. There is a good show of national advertisers offering goods required on holidays, and it is an interesting fact that nearly all the business was obtained by correspondence.

London Representation

The *Connacht Sentinel* and the *Connacht Tribune* are now represented in London by Mr. H. R. Tadgell, with offices at 173, Fleet Street, E.C.4.

Wireless for Schools

It is expected that the inauguration of the Sheffield System of School Wireless will be made this week, when those schools equipped by the proprietors of the *Sheffield Telegraph* will have their installations set going.

Well Supported

The *Bystander* spring fashions number is a very fine issue indeed, containing 61 pages of displayed advertising, representing 200 clients.

20 Pages Every Day

The *Argus* (Melbourne) had a fine record of advertising for 1925. No fewer that 43 of the Saturday issues carried more than 200 columns of advertising. The largest single issue contained 293¼ columns of advertisements, of which 148¾ were displays and 139½ classified. The average daily size of the *Argus* during the last twelve months has been 20 pages or over.

Booked for Two Years

The front cover of the *Australasian* (Melbourne) is already booked to the end of 1927—two years ahead.

TOWN GIRL v. COUNTRY GIRL

A ROMANCE

WITH AN EMPHATICALLY COMMERCIAL INTEREST



THE "Daily Dispatch" Beauty Competition, which was postponed on account of the overwhelming success of the Scholarship Scheme, is now about to be launched. The new Competition begins on March 29th.

Is the Town Girl or the Country Girl the more lovely? This is the intriguing problem which the readers of the "Daily Dispatch" will be asked to determine.

There will be awards totalling £600. In the Bobbed *v.* Shingled Competition in the same journal last year there were more than 15,000 actual competitors, and 596,179 voters. This shows feminine interest. If you have anything to sell to women in the North, sell through the

DAILY DISPATCH

The Greatest National Newspaper Outside London

City 2121

TALLIS HOUSE, TALLIS STREET, E.C.4 & WITHY GROVE, MANCHESTER

Creating a Song Hit in Three Weeks

British Music Publisher's Hustle—And Its Results

By Arthur Q. Moore

A SHORT time ago a contributor to the ADVERTISER'S WEEKLY criticised the British music-publisher's perfunctory methods of advertising.

As a matter of fact the British music publisher is not nearly so desultory in his methods nowadays as his critics imagine. Perhaps the fact that almost all his publicity takes the direct form accounts for the mistaken impression, but in any case, if proof be needed of his alertness, one might cite the case of Messrs. B. Feldman & Co., of Shaftesbury Avenue, London, who have recently created a popular song hit in the short space of three weeks.

Concentration

The story of how "Brown Eyes Why Are You Blue?" rose so rapidly to its present proud position of "best-seller" is both interesting and instructive inasmuch as it throws light on a branch of publicity about which, apparently, little is known, and proves also that a concentrated publicity plug—which is rarely attempted with one song only—really does bring results.

Firstly, it may be explained that every big music-publishing house has, as a sort of publicity back-bone, two important departments—the professional and orchestral. When the "plug song" has been selected it is the duty of these departments to see that the song reaches the public ear *via* two mediums—firstly, through the various music-hall and revue artistes, and, secondly, through the bands and orchestras.

It must be admitted that in the past the publisher has relied too much upon these methods, but latterly, with increasing competition, it has been recognised that the dealer must be shown "reasons why" he should stock and give window display to one particular song in preference to another. Another old failing of the British publisher was his tendency to overcrowd his printed matter with too many song titles. This is now giving place to the motto of "One thing at a time." Thus we see a marked development in the publicity departments of the big houses.

In the case of "Brown Eyes," the professional and orchestral staff got busy according to custom, and in addition to this personal touch, some 4,000 free copies of the song were mailed to professional artists, and more than 5,000 sets of band parts distributed to dance, cafe, restaurant and cinema orchestras throughout the country. Twelve full-page advertisements also appeared in the professional journals, and space was taken in the *Referee*.

Simultaneously, the publicity matter was on its way to the trade. More than 2,000 copies of a special circular letter were posted to dealers, and these were followed up by the firm's House Magazine, which gave details of artists and bands who were using the number, and thus creating a demand. Leaflets, bearing a few bars of the song, were issued to the number of 100,000 to dealers, for distribution among their customers.

Established

The Trade responded, and as a result of this concentrated effort, big orders came in promptly, and within three weeks "Brown Eyes" was an established "hit"—the ambition of every publisher.

It must be added, however, that a song, however strong the publicity campaign, cannot become a hit unless it is naturally distinguished from the many thousands of popular numbers which are issued annually. The advertising man may persuade the public to buy a particular brand of soap or some other essential commodity, but there is no logical appeal to the popular song public. Nothing will induce them to buy a song unless they have heard it—and like it! Nevertheless, the campaign described above had its due effect on the trade, and there is no doubt that the extra publicity-plug popularised the song in what is, in music-publishing circles, an incredibly short space of time.



Are You Reaching Out For Business ?

TELEPHONE: MAYFAIR 3904.

DAY AND EVENING
DRESSES AND BLOUSES.

EVELYN MALCOLM.
A. MACMILLAN.

37, SOUTH MOLTON STREET,
LONDON. W.1.

22nd September 1925.

The Christian Science Monitor,
2, Adelphi Terrace,
London.

Gentlemen:

I have, for a long time, felt that I would like to try and express my gratitude for my advertisement in the Monitor. This advertisement has been appearing since August 1923 and has brought wonderful results from the beginning.

I have had people call on me from different parts of Europe and from America, and have had letters of enquiry from India - all in response to the Monitor advertisement.

I need hardly add that I have many customers in England and Scotland who have come to me through the Monitor.

I am indeed grateful.

With all good wishes,

Yours sincerely,

Agnes Macmillan.

The Christian Science Monitor

An International Daily Newspaper

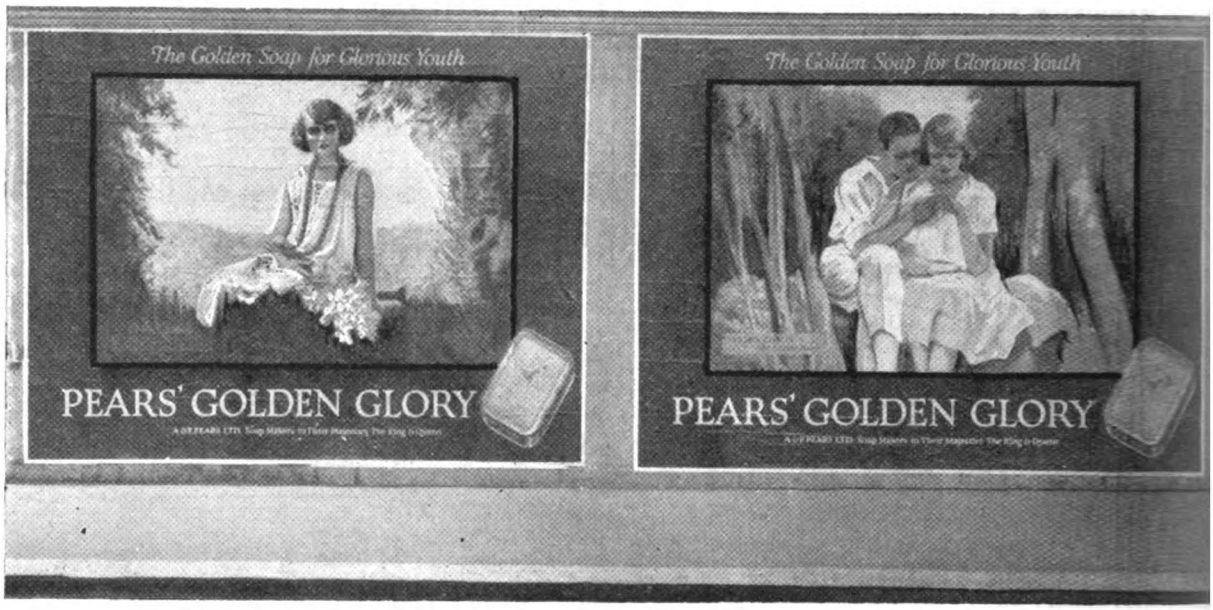
Published at 107 Falmouth Street, Boston, U.S.A.

EUROPEAN ADVERTISING OFFICES

London: 2, Adelphi Terrace

Paris: 56, Rue du Faubourg Sainte-Honoré

Florence: 11, Via Magenta



C A R L T O N

Not only do CARLTON artists creat much of the best advertising art tha you see regularly in the Press. Many o the outstanding poster successes are als their work.

From the time when better art first began to be applied to poster advertising, there have always been on the hoardings fine examples of what CARLTON means t the advertiser who wants striking idea effectively presented there.

CARLTON PRICES.

Carlton resources in talent and facilities are the most complete in existence. Carlton prices are the lowest at which such art is available for advertisers.

The CARLTON
CARLTON HOUSE
KINGSWAY



POSTERS

A current instance is the great poster campaign for Pears' new toilet soap, "Golden Glory." The posters that have made such an instant appeal to the public and all lovers of good art were painted by us to the instructions of Messrs. Pears.

Other advertisers who want to make posters pay can do so by asking us to suggest ideas and prepare rough sketches.

STUDIO Ltd
GT QUEEN STREET
LONDON·W·C·2

FREE BOOKLET.

Have you sent for a copy of "CARLTON POSTERS" yet? It will be ready in a few days. Write for your copy *now*.

"SOLID PROGRESS."

The NET SALES of the

Kent & Sussex Courier

for the past six years, as certified by Chartered Accountants, have averaged as under :—

1920	Sales	-	17,069	Copies per week
1921	,,	-	17,900	,,
1922	,,	-	19,029	,,
1923	,,	-	19,268	,,
1924	,,	-	20,365	,,
1925	,,	-	**21,497**	,,

Scale and Kent and Sussex Market Survey Booklet on application to :—

THE "KENT & SUSSEX COURIER."

Head Office :
TUNBRIDGE WELLS : GREAT HALL BUILDINGS.
Tel. 1200 (*Private Branch Exchange*).

Branch Offices :
TONBRIDGE : 78, HIGH STREET. *Tel.* 200.
SEVENOAKS : 54, HIGH STREET. *Tel.* 44.
EAST GRINSTEAD : CONSTITUTIONAL BUILDINGS. *Tel.* 252.
LONDON : LUDGATE CHAMBERS, 30/32, LUDGATE HILL, E.C.4, *Tel.* CENTRAL 2616.

SEALS CLARKSON'S LABELS

"IMPROVE THE LOOKS" OF YOUR PACKAGE.

The production of Clarkson's Embossed Labels is a business entirely by itself. It is no more like an ordinary Printer's job than a Jeweller's work is like a Blacksmith's.

F. C. CLARKSON & Co.,
57, Charminster Road, Bournemouth.

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-tone Work.
NO BLOCKS Required.
CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

ADVERTISING REGENT CLUB

Affiliated to the Associated Advertising Clubs of the World

When Youth Lights the Way

THE future of Advertising lies with the Youth of the business. We, in the Regent Advertising Club, are learning, moulding our enthusiasms—ambitions—ideals—preparing to lead the way : will you be ready to seize your opportunity ?

Membership of the Regent is practical preparation—you will learn and gain the friendship of those working to the same end.

Write to the Honorary Secretary—Sub. 7/6 yearly.

THE
REGENT ADVERTISING CLUB
43, Bedford Street, London, W.C.2.

Classified Advts.

(*Continued from page* 495)

Appointment Vacant

ARTIST, FIGURE, FREE LANCE offered attractive proposition by established Studio. Write for appointment (London). Send no specimens.—Box 130, "Advertiser's Weekly," 66, Shoe Lane, E.C. 4.

Patents, Trade Marks

INVENTIONS.—Advice, Handbook and Consultations free.—King's Patent Agency, Ltd. (B. T. King, Regd. Patent Agent), 146A, Queen Victoria Street, London, E.C.4. 40 years' references.

Business Offers

ACTIVE PARTNER, Lady or Man, for New Service to Advertisers. Tests already made indicate certain success. Strict investigation.—Box 124, "Advertiser's Weekly," 66, Shoe Lane, E.C. 4.

Of Interest to Advertising Agents

ADVERTISING AGENCY wanted to manage part of the advts. of a trade paper. Liberal terms. "Country," Box 123, "Advertiser's Weekly," 66, Shoe Lane, E.C. 4.

Of Interest to Publishers

LIVE ADVERT. AGENT having initiative, ideas, good offices, W.C. district, capable assistants and canvassers, desires sole London representation of 2 or 3 good publications. Daily, Weekly or Trade Journals efficiently worked.—Box 118, "Advertiser's Weekly," 66, Shoe Lane, E.C. 4.

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notds and Reports of Interest to the Advertiser

PUBLIC EXAMINATIONS

In London Bankruptcy Court on March 10, before Mr. Registrar Mellor, the public examination was held and concluded of **Harry Joseph Dudley Parsons,** trading as "Horncastle's Advertising Agency," 5, Moorgate Buildings, Moorgate, E.C., who failed in January last with liabilities due to 65 unsecured creditors, £398 19s. 7d. and assets "nil."

Answering Mr. Armstrong (Official Receiver) the debtor stated that about November, 1921, "Horncastle's Advertising Agency, Ltd.," was formed to take over the business of advertising agents and contractors, then being carried on by a partnership, consisting of one Clyde Ratcliffe Horncastle (a friend of the bankrupt's) and another person. The said C. R. Horncastle was a director, and in April, 1922, the bankrupt became manager of the company. He afterwards purchased for cash 100 preference shares of £1 each in the company.

In March, 1925, the company went into voluntary liquidation. On March 18, 1925, a receiving order was made in the High Court against the aforesaid C. R. Horncastle.

Immediately upon the receiving order being made against Horncastle, he (Parsons) registered himself as the proprietor of "Horncastle's Advertising Agency" and traded at 5, Moorgate Buildings, where the company had previously traded. He merely regarded himself as being Mr. Horncastle's nominee, because he did not want to see the business die. He became liable for all debts, but under a subsequent arrangement Horncastle became the tenant of the premises.

The business suffered greatly from lack of capital. In June, 1925, Horncastle obtained a loan from a professional moneylender, the repayment of the loan being guaranteed by Parsons. The moneylender obtained judgment against him for the balance due on the promissory note, and these proceedings ensued.

Mr. Parsons attributed his failure to trade depression, as a result of which he obtained no large contracts.

Andrew Michael Reisinger, trading as Morgan's Publication, Publisher, 4, Fitzroy Square, W.C., attended for public examination on March 9, in London Bankruptcy Court. He failed in October last, and his statement of affairs showed gross liabilities £5,711, of which £2,184 was expected to rank for dividend against net assets £24.

For some time prior to February, 1925, he was employed by a firm of racing publishers. In consideration of past advances by him to his employer, amounting to about £150, he then took over the office effects (valued at £25) and the goodwill of his employer's business, and undertook to discharge outstanding liabilities, £525 ; he continued the business at 4, Fitzroy Square, W.C., under the style of "Morgan's Publishing Co.," until September, 1925, when, being in financial difficulties, he discontinued it. His failure was due to lack of capital, bad trade, loss in connection with a boxing contest, and liability for costs in an action.

His examination was closed.

RECEIVING ORDER

McLaughlan, James, 4, Pembroke Terrace, Cardiff. Advertising Contractor. R.O., March 5. Creditor's petition.

JOINT STOCK COMPANIES

At the expiration of three months from March 9, the undermentioned companies will, unless cause is shown to the contrary, be struck off the Register, and the companies will be dissolved :—

Anglo and Overseas Press Agency, Ltd.; British Hotel Publishing Co., Ltd.; Expert Publicity Service, Ltd.; Export News, Ltd.; Filmlets Advertising Ltd.; Local Advertising Co. (West), Ltd.

WINDING-UP PETITIONS PRESENTED

Catchlite, Ltd.—A petition for the winding-up of this company was presented to the High Court on March 4, by H. S. Wright and Webb, 12, Bloomsbury Square, London. Hearing fixed for March 23, at Royal Courts of Justice, Strand.

People's Publishing Co., Ltd.—Petition for winding-up of this company presented to High Court, on March 10, by S. S. Seal, 7, Serjeant's Inn, Fleet Street, E.C. Hearing fixed for March 23, at Royal Courts of Justice, Strand.

VOLUNTARY LIQUIDATIONS

(Note—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.)

Conway Price Advertising Service, Ltd.—Resolved, March 2, that the company be voluntarily wound up, and that Mr. G. W. Bacon, 13, Sherborne Lane, E.C. 4, be appointed liquidator.

The Scintillating Sign Co., Ltd.—Resolved that the company be voluntarily wound up.

INTENDED DIVIDEND

Smith, Charles Raymond Henry, carrying on business at 113, Kingsway, residing at Mendip House, Forest Hill Road, London, Advertising Agent (188 of 1925). Last day for receiving proofs, April 6. Trustee: A. G. White, 14, Old Jewry Chambers, E.C. 2.

NEW COMPANIES

Kingscott Studio, Ltd. (212,222).—Private company. Registered, March 6. Capital, £2,000 in £1 shares. Objects: To carry on the business of advertisers, advertising contractors and agents, printers, publishers, designers, lithographers, engravers, etc. The life directors are: F. A. L. Mitchell, O. C. Barrett, L. J. Billingham and D. A. Parr. Solicitors: Reynolds and Sons, 7, Arundel Street, W.C. 2.

Bazaar, Exchange and Mart, Ltd. (212,280), was registered as a "private" company on March 10, with a nominal capital of £20,000 in £1 shares. The objects are to carry on the business of proprietors and publishers of newspapers and other literary works, advertisement writers, designers and consultant, business organisers, etc. An agreement for the acquisition of the business of the Bazaar, Exchange and Mart is mentioned in the Articles. Solicitor: Shirley W. Woolmer, Temple Chambers, E.C.4.

Drage's, Limited (212,278), was registered as a Public company on March 9, with a nominal capital of £700,000 in 400,000 7½ per cent. cumulative preference shares of £1 and 600,000 ordinary shares of 10s. each. The objects are: To acquire the business of house furnishers carried on by David Drage and Sons, Ltd., and all or any part of the assets and liabilities of the proprietors in connection therewith, and to carry on the same. Power is taken to carry on the business of advertising agents and contractors. Registered Office: 231, High Holborn, W.C.1.



American Journals.

ANNUAL SUBSCRIPTION RATES, inclusive of postage, direct from U.S.A.

Saturday Evening Post	**26/-**
Ladies' Home Journal	**10/6**
Country Gentleman (for 3 years)	**10/6**
Printed Salesmanship	**26/-**

F. A. FITTALL, Accountant, 23, King St., Cheapside, London, E.C 2.

Representating: Curtis Publishing Co., Philadelphia, and Moore-Cottrell Subscription Agencies, Inc., New York.

Subscription rates on application for any American journal.

ARE YOU the man we want?

A growing Agency in the Provinces, with a reputation for work of more than average quality, needs a Copy and Production Department Manager. For an ambitious man, who can live up to the standard of work expected, there is plenty of work and plenty of money. Lazy men need not apply.

Write fully,

BCM/BB3C

Rat-a-tat-tat!

Sh! Knocking at your door to-day is the one man you need—the man of exceptional all-round ability—the man of initiative, personality and character.

He has a fine record of success as Advertising-Sales Manager to large proprietary company. He knows selling and advertising from A to Z.

As B.Sc., Incorp. Secretary and Cert. Accountant experienced in costing, works control and finance, he combines the big-business mind with marked organising ability.

This is the man you need as Advertising or General Manager. He is young, keen and healthy. He thrives on responsibility. Why not see him yourself? Really good men are scarce—write: Box **115**, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

THAT BETTER JOB!

Monthly commercial journal, strongly esta lished, and exclusive in its field, in which the prospects are unlimited, requires Advertisement **SALESMAN**, on salary and commission.

Applicant must have vision; be prepared to adopt and act on non-conventio al method of canvass; find his way past those who don't count, but think they do; get to the right man, present the soundest p blicity proposition that exists, and come home with the order. No mediocrity wanted. Mere experience along old lines will not impress advertiser, who wants somebody who can shift things, and put in a commiss on account of which he can be proud, and the boss will be glad to pay.

Tell your story in confidence to Box 87, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

We Hear—

THAT advertising men have this week been trying to recall when last the public were invited to take a financial interest in businesses largely built up by advertisement, as they have had the opportunity of doing recently—and will in the near future; and——

* * *

THAT the thought carries one back to the boom days when Bovril and other big sellers and much advertised lines were placed before the public as limited liability companies on the grand scale.

* * *

THAT the profits disclosed in the prospectus of Messrs. Drage's, Ltd., issued, and so successfully floated, this week, are regarded by all interested in the subject as a splendid example of the pulling power of advertising that is creative in idea and sales-making in results.

* * *

THAT Sir William E. Berry, Bart., after his hearty co-operation to make the National Advertising Benevolent Society Festival the delightful gathering it proved to be, has with Lady Berry, gone off for a holiday in the South of France; and——

* * *

THAT Sir Ernest Benn is with Lady Benn paying a visit to Italy, where he is investigating political conditions.

* * *

THAT those provincial drapers who have been in town for the Spring shows and the mannequin parades made by the wholesalers, have been picking up ideas from the charming window displays to be seen in the West End shopping centres.

* * *

THAT the coupon collecting scheme advertised by the proprietors of Oxo has been a phenomenal success, so much so that advertising has had to be held up during part of the run.

* * *

THAT apart from the displays now being made in the newspapers on behalf of the popular brands of cigarettes there is a growing tendency for tobacco manufacturers to advertise their smoking mixtures; and——

* * *

THAT in this connection the Imperial Tobacco Co., Ltd., have placed on the hoardings an attractive coloured pictorial for Faulkner's "Nosegay," a poster that should arrest the attention of any lover of the garden beautiful.

* * *

THAT Mrs. Oliver-Watts, who runs the Oliver-Watts agency and specialises in the advertising of textiles, was married last week to Mr. Charles Stanton Yeates.

* * *

THAT a wider appeal than hitherto to advertise the delights of a winter holiday (April to September) in South Africa is being made from the Publicity Dept., South Africa House, Trafalgar Square, W.C. 2.

THAT the professional golfer is now regarded in certain quarters as an advertising attraction of first-class importance, and that last week several great ones at the game were demonstrating at Messrs. Rowan's sports warehouse in Glasgow; and—

* * *

THAT this week at Harrods Stores golf and golfing outfits combined with the visit of leading pros has been one of the biggest advertised lines placed by the firm.

* * *

THAT Mr. Cherry Kearton, who has travelled far afield since the days when he followed the calling of an advertising man in Fleet Street, is going to talk at the Aldwych Club next Tuesday, when old and new friends will gather round to hear the tales of his adventures.

* * *

THAT Lord Leverhulme has written a biography of his father, to be published shortly by Messrs. Allen & Unwin.

* * *

THAT there was quite a boom in the sales of the *Observer* last Sunday, when the size was increased to 32 pages, several new editorial features added and a remarkable show of advertisements carried.

* * *

THAT Mr. P. G. A. Smith, who was highly popular during his term of office as advertising manager of Shell Motor Spirit, has now joined the Dorland Agency, Ltd.

* * *

THAT a special arrangement has been made by the *Sunday Times* for Smith's bookstalls to act as agents for "Smalls," and that Boots' Libraries at the Boots Cash Chemists Branches are doing a similar service in "classifieds" for the *Observer*.

* * *

THAT the first annual report of the company floated last year to conduct the business of Melso Fabrics, which has since developed into an advertised line of some importance, shows that the year's profits were well ahead of the prospectus estimates.

* * *

THAT Mr. Alan Cobham, the airman whose achievements and testimonials have figured in the editorial and advertisement columns of the newspapers this week, is going to receive a right-royal welcome this (Friday) afternoon at the luncheon the Aldwych Club has arranged in his honour.

* * *

THAT Mr. P. W. Lennen, of Lennen & Mitchell Co., Inc., the well-known advertising contractors, and Mrs. Lennen, sailed for New York in the Cunarder *Aquitania* last week after a trip to Europe.

Put Ideas in your campaign

It sells in the home

We Hear—

THAT Mr. Edward C. James has severed his connection with the Argosy Service in order to join the Board of the Abercorn Advertising Agency, Ltd.

* * *

THAT a commencement has been made with the advertising of the charity ballot mentioned in the WEEKLY'S last issue, and it has been entrusted to Willing's Service, Ltd., Gray's Inn Road, W.C.2.

* * *

THAT the result of the recent editorial pars (or puffs) that have been appearing in the newspapers is likely to be found in the early appearance of a prospectus for a "British Wines" company.

* * *

THAT the half-yearly conference of branch managers of the General Bill-posting Company, Ltd., was held at the Head Office, Edinburgh, on Wednesday last, and the Annual Staff Social Gathering in Windsor House in the same evening.

* * *

THAT Councillor Hay, Convener of the Edinburgh Corporation Committee controlling Advertising and Advertisement Licences in the City, was the guest of the evening; and—

* * *

THAT in an exceedingly neat after-dinner speech Councillor Hay showed his appreciation of advertising and indicated his hearty co-operation in its genuine furtherance.

* * *

THAT the trade mark of a new type of women's underwear now being advertised is "Scanties."

* * *

THAT Mr. H. Wright, who was associated with Goddard Watts, Ltd., has joined *John Bull*.

* * *

THAT Mrs. Comerford is chairman of the On to Blackpool Committee of the Women's Advertising Club.

* * *

THAT a late donation of five guineas brought the total of the N.A.B.S. collection by the Women's Advertising Club to £307 7s., thus putting them in the third place among the collectors.

* * *

THAT congratulations showered upon Mr. and Mrs. W. J. Buckler when it was announced last week that a new representative for the Advertisement staff of Allied Newspapers, Ltd., had arrived in Manchester.

* * *

THAT Mr. Burgess Garbutt, formerly Advertising Manager of the Austin Motor Co., has joined Messrs. Redfern's Rubber Works, Ltd., to establish a Sales Promotion and Advertising Department.

* * *

THAT outside tobacconists' shops is now to be seen an imitation of the well-known petrol pump with the inscription "Fill up here with Bondman."

MALE AND FEMALE YOUTH AND AGE

"WHAT a miniature world this place is. I know that man; he is a financier of repute. There's a woman whose children are the prettiest in the town. That girl is J——'s secretary. The fellow in the corner would have made his fortune in wool, but he preferred Art. So they come and go as the train serves them—and you never know beside whom you are sitting."

The Pencil Advertisements in L.N.E.R. carriages are read by a vast company of people who make 950,000 journeys every day, representing every interest of humanity. The dignified, persuasive pictures which carry to them your message are all on the line of sight, and you may be perfectly sure that no journey is completed that does not make your product known to the many who need it immediately. Use this new medium.

SAY IT IN PENCIL TO THE BUYER SIDE OF BRITAIN

FOR RATES and brochure giving full information about this good advertising, address your enquiry to the Sole Agents for the company. Charges are low, and include provision of sketches and panels, with regular inspection by the company's own servants. Send a card now.

T. McDOUGALL, LTD., KINGSWAY CHAMBERS, 44/46, KINGSWAY, - - - - LONDON, W.C.2.

Telephone: Holborn 5240.



R. DOWNES
Advertising Art

An experienced & economical service for advertisers

199 ADELAIDE ROAD HAMPSTEAD

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.

D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.

Advertise to the Workers in the

World's Pictorial News

The Paper that goes out of the beaten track



Send your settings to Layton's

The best types
Day & Night Service

TYPESETTING AND STEREOTYPING
56 FARRINGDON STREET · E.C. 4
Phone: Central 3948

if its process
Retouching
ring
Central 4682
C.D.LAWSON & CO., LTD
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

"SING A SONG OF LONDON"

A SCHEME for making London better appreciated among foreign tourists, and particularly among Americans, is to be started.

It began to take shape at a meeting over which Sir Francis Towle, managing director of the London Hotels, presided last week. Mr. Tarleton Winchester, who suggested in the WEEKLY recently that the British Delegation to Philadelphia should form a "Come to England" Committee, was among the speakers.

He outlined a number of schemes, some of them already referred to in his article in the WEEKLY. Among other things he proposed the abolition of the visa charge on passports for American visitors. He also suggested that English people should write "Come to England" letters, and spoke of the use of the Press in popularising in America the doings of Americans visiting England. He also suggested that, following on the success of the advertising songs, such as "California" and "Florida," songs of the "Lights of London" variety might be introduced with success.

After further informal discussion, Sir Francis Towle proposed that a further meeting should be called, with a more comprehensive attendance, for the purpose of establishing an organisation for the furtherance of their aims.

Arrangements to hold such a meeting will be put in hand immediately.

HOUSE MAGAZINES—(Contd. from page 463)

4.—To begin in a modest way is usually the right policy.

A simple four-sheet affair, printed in two colours, or even in one colour on coloured stock—varying the colour-scheme with each issue—makes a start in a modest way, and when travellers report that it is doing good work, or when letters of appreciation begin to come in satisfactorily from readers, then the magazine can be enlarged and elaborated.

5.—Do not embark on a house magazine unless it be firmly regarded as "general publicity," in the same way as taking a series of advertisements for a whole year in a leading trade journal. Building up goodwill and reputation is always a matter of persistency and of time.

6.—The successful house magazines are very careful to weed out their mailing lists *at least once a year*, by going over the cards in relation to travellers' reports, or by sending out a reply card asking the reader whether he wants further issues to be sent or not.

It is this continual pruning of "dead wood" that keeps the circulation active, and prevents the wastage of copies which are not wanted and not read.

In general, it requires a large business or a medium-sized business to carry through the house magazine plan successfully. The cost of the magazine then becomes reasonable in proportion to the total advertising appropriation of the house.

In the case of the small firm, the *percentage* of total appropriation may be far too high for practical business.

FINE PRINTING & ALLIED ARTS
A MONTHLY SUPPLEMENT TO THE ADVERTISER'S WEEKLY

No. 11 March, 1926

Avoid Blurred Printing in Newspapers

By Norman Hunter

FEW things are more annoying to an advertiser than to find, after spending large sums on space, copy and designs for advertisements, that when the advertisements appear the effect is spoiled by a blurred block. There is probably no user of newspaper space who has not had this unpleasant experience. The small space advertiser is more often affected than firms who use big displays, but every newspaper advertiser finds himself let down in this way at some time or other.







Three examples of advertisements that do not print well in newspapers. In the first the tomatoes would have shown more clearly without the background. In the second the block appears to be a half-tone, whereas a very simple outline is the only safe treatment for a picture this size. In the third there is too fine a cross-hatching; the blocks should have been made more open

The first impulse is to ring up the newspaper and lay the blame on their printing. Following that the blockmaker usually gets a slating. In the majority of instances, however, neither the paper nor the blockmaker is to blame.

Blurred printing in newspapers is nearly always the effect of a number of causes, each small in itself, but when put together sufficient to make trouble. Very rarely can the unsatisfactory result be traced to one outstanding fault in any one department.

The chief causes of poor printing of blocks are as follows :

Faulty printing of the newspaper.
Faulty blocks, stereos, electros or matrices.
Faulty drawing.
Unsuitable design.
Too fine screen in half-tone blocks.
Unsuitable tints in line blocks.
Worn out blocks.
Excessively small illustrations.

All but the first of these possible causes of dissatisfaction are remediable by the advertiser himself. If the newspaper is at fault the matter is invariably adjusted to mutual satisfaction. No reputable paper will willingly clash with an advertiser over a matter of printing, and if it is found that a number of copies have printed badly some recompense in the way of extra space is invariably given.

The remedy for faulty blocks and matrices is to get them from a firm of good standing. Quite a number of advertisers seem to think that they can get satisfactory blocks at less than the schedule rates. My experience has been that this is not possible except in isolated cases. A reliable firm of engravers or stereotypers can be depended upon to supply blocks that will print well. Fault in this direction is exceptional.

We now come to the matters over which the advertiser and his staff have direct control. First as to drawing. Half-tone blocks made from soiled or worn drawings cannot be expected to give good results. Line work for newspapers, and particularly for reduction to very small size, should be clean cut and open. Cross-hatching, excessive shading and all lines that are not essential must be avoided. For small spaces particularly, outline work is the best, with shadows in solid black, used as sparingly as possible. A clean, open line block will never print badly. A fussy sketch with a lot of detail and patches of fine shading will invariably blur.

Many advertisers make the mistake of supposing that because the space is small an inferior artist is good enough to do the drawing. Nothing could be further from the truth. A small space drawing needs great economy of line, absence of detail, the ability to suggest what is not really there. These qualities are possessed only by first-rate artists, and it is always worth the extra cost to employ them. Large spaces, where there is room for more detail, might possibly be left to a second-grade artist, but here the cost of the space makes such an economy unnecessarily petty. Good art work always pays.

Unsuitable design is often the fault of the advertiser as much as of the artist. White lettering on black, if to be reduced to small size, is fatal to good results. White on black positively will not print well in a small block. White on a dark tint is even more dangerous. If the open line sketch appears somewhat thin, it can best be strengthened by a plain black shadow behind some part where it will serve to throw the sketch into relief. Half-

Hotspur Printing has the prosperous look

MECHANICAL science has produced nothing more up-to-date than our equipment —but Nature has. The men who have made Hotspur Printing what it is are harder to find than machines. Men can't be invented— they can't always be trained, even; but we have a staff which knows printing from A to Z and the principles that underlie it as well.

We realise that all commercial printed matter is intended to do one of two things: (a) Sell goods, (b) simplify selling goods; and every job is treated in the particular way best suited to the functions it has to perform.

When we print a catalogue it sells the goods and becomes an investment instead of an expense. If you want to mix brains with your printing, write to

PERCY

Brothers Ltd.

The Hotspur Press

Whitworth Street West
MANCHESTER

Telephone: Central 6894/5.
Telegrams: "Hotspur, Manchester."

London Office:

170, Fleet Street, E.C.4

Telephone: Central 7641.
Telegrams: "Jonagons, Fleet, London."

tone treatment in small spaces, too, is very risky.

Fine screen half-tones nearly always blur in printing. It is a wise course to send a page of the newspaper in which the block is to appear to the block-maker, and leave the screen for him to decide. Cut-outs should be used in preference to squared-up half tones, the absence of background making for clear printing. The absolutely white parts of a half-tone can, with advantage, be cut away altogether.

Tints on line blocks are a fruitful cause of trouble. It is a wise rule to use only dot tints in which the dots are widely spaced. If more than one tint is needed a plain open line tint is best. Cross-hatched tints, mottled and cloth texture tints are very effective when the surface to be covered is large, but in small spaces they go muddy every time. A good plan is to substitute for a second tint, hand drawn, clean shading, executed in simple firm strokes. When a tint or particular style of drawing is found to print badly a note should be made so that the error is not repeated.

Worn-out blocks are an obvious mistake, yet a common one. It is a wise plan never to use a stereo more than once where the paper prints direct from blocks supplied. Another excellent idea, and one that invariably succeeds, is to send original blocks to the paper. This is, of course, expensive, but if the number of papers used is small and the insertions in which the same block is used are not too near each other, blocks can be exchanged and money thereby saved.

Excessively small illustrations, unless they are very simple outline affairs, cannot be expected to print well. If a picture of reasonable size cannot be got into the space available it is better and more satisfactory to give up any attempt to illustrate the advertisement.

Attention to all these minor points is the only safeguard against blurred printing in newspaper advertising. A little fault here and a little fault there will soon do a lot of damage. Care at each stage of production will avoid disappointment at the finish. It is always better to have a very open and even thin-looking picture than an indistinguishable blob of ink.

Choice of Types for Different Advertisements

Romans for Voiles and Baskervilles for Tweeds—Spacing in Typography—The Danger of Shouting

By R. B. Fishenden, M.Sc.Tech.*

ADVERTISING has grown to such large proportions in recent years that it has become of great importance to the printing industry. Sir Charles Higham, one of the greatest exponents of advertising, once said in an address to the London Publicity Club, "Tell your story with type," and the advice is sound and fundamental.

There would be little purpose in devoting time to general principles in relation to the production of isolated advertisements; the science of advertising has taught us that sporadic announcements are of little value, and, in some cases, entirely useless. The prospective advertiser who attempts to write his own copy and design his own advertisements will, unless he be an exceptional genius, use his money unprofitably. The printer who attempts to design and set advertisements for his clients without possessing a staff qualified to undertake the work in accordance with the principles that have been evolved by modern experience, is not likely to achieve successful results.

It should be definitely understood that a pretty or even a fine piece of typographic display is not necessarily a good advertisement. The purpose of the advertisement is to increase sales, and although we may produce a charming typographic arrangement, the job may be a distinct failure. This brings us to the point where we may consider the importance of the copy.

The copy is what really matters, and the purpose of good typography is to give the message a suitable dress; if these two points are properly appreciated, success is more likely to be assured. But the copy-writer and typographer should work in the closest harmony; nothing more stupid can be imagined than a too rigid insistence on an exact form of words by the copy-writer, especially when the use of a particular sentence necessitates bad spacing or a break in a word. If the typography has flaws due to such difficulties, the whole effect suffers; it is surely logical that the copy-writer should be prepared—and willing—to amend his words in order to give the typographer an opportunity of making a good job of his portion of the work. In many jobs the printer has to undertake he must, in the nature of things, be word perfect; but that the setting of an advertisement on which so much depends should be made an exercise somewhat akin to fitting together the pieces of a jigsaw puzzle, passes comprehension.

The type chosen for a scheme of advertising must be determined by the nature and character of the merchandise, and in a measure by the form of publicity, whether it be newspaper, magazine or journal, brochure or leaflet in which the announcements are to appear. The study of type forms has shown that types possess a

* *In an Address to the Bradford Publicity Club.*

great deal of personality, and that the nature of the commodities to be dealt with may to some extent be reflected by the types used. By this means the problem of making an effective announcement is greatly simplified; a particular form of contact is established with the reader, and through the nature of the appeal made by the type, the mind is encouraged to appreciate



Advertisements that avoid blurred printing in newspapers. Except for the bottle in the Symington lay-out these illustrations could hardly ever print badly

(*See article on pp.* 489-490)

the message conveyed in the advertisement.

A few years ago, purists in typography were of the opinion that one design of type might be used successfully for every form of announcement; but this, according to our present ideas, is a fallacy, and the type should be in sympathy, as far as possible, with the advertisement. By suitable decoration and embellishment a clever typographer can produce a pleasing variety in his effects without changing the type series; but such an exercise is akin to playing a musical composition on a single instrument, when there is at the disposal of the composer a wide range of instruments through the medium of which he can produce a variety of effects in tone and colour; and although between the art of the typographer and that of the composer there is a great gulf, there is a certain analogy in their appeal.

Delicate textiles, voiles and chiffons, perfumery and ladies' apparel, all require a particular form of advertisement which will endow such commodities with the required note of refinement, and for this purpose a roman type of elegance or a soft light italic may be used with advantage. A man's tailoring announcement, however, calls for firmer treatment, and an Old Face or Baskerville will answer the purpose. Motor-cars may not need particularly characteristic typographic treatment, and afford a pleasant exercise for the skill of the typographer; but heavy engineering or machine tools obviously

TO USERS OF FINE TYPESETTING

Messrs. Cooper & Budd, Ltd., *The Printers*, of Peckham, have now ready in a limited edition a specimen book of another classic type face appealing especially to users of fine Brochures, Booklets, and other good typesetting

A copy will be sent post free and without obligation to responsible executives applying on business paper

†

COOPER & BUDD, LIMITED
The Printers
McDERMOTT RD., PECKHAM, S.E.15
Telephone: New Cross 0302 (2 lines)

Use the
WOMAN'S MAGAZINE
and secure the best Results
Telegrams: Tracts, Fleet, London.
Telephone: Central 8428-8429.
Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

1666  1926

"To the office, but, Lord! what a conflict I had with myself, my heart tempting me 1000 *times to go abroad about some pleasure or other, notwithstanding the weather foul. However, I did not budge; and to my great content, did a great deal of business."* PEPYS

YES, we must confess, we have often felt like this—and so, no doubt, have you. Yet what a satisfaction in the "great deal of business" especially when we know that our customers appreciate our endeavours. One recently sent us the following: "You have excelled yourselves . . . bless you again and again." Really there must be some reason for it. Either it's our quality of print, our moderate prices, or our good service. Why not test us for yourselves?

The
Blackfriars Press Ltd.
17-23 ALBION STREET, LEICESTER AND
32 FURNIVAL STREET, HOLBORN, E.C.4
Telephones: Leicester Central 1194 *London Central* 8693

Remember! the Sweet Tooth is

Nature's Indication of an Essential Need
"That's capital—now do one for——"
We can please you too! Copy, lay-out and sketches with estimate for leaflets, or folders on receipt of particulars.
NAPIERS LTD., *Printers,* **CARDIFF.**

To Firms Seeking Wealthy Markets
"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS
"LA RAZON" BUENOS AYRES 150,000 *daily*
London Representatives:
FREEMAN & CO., 3, Paternoster Row, E.C.4

INDIA
AFRICA
AUSTRALASIA
CANADA
FAR EAST
WEST INDIES
as well as
THE
UNITED
KINGDOM

***For* OVERSEAS ADVERTISING**
***as well as for* HOME PUBLICITY**
CONSULT
STEELE'S
ADVERTISING SERVICE, LTD.,
Norfolk House, Norfolk Street, LONDON, W.C.2.

call each for their own special typographic dress. These are but a few of the subjects that may be effectively treated; but the suggestions indicate the lines upon which typographic design should be determined.

It must be remembered, however, that when only one type design is employed, the limitation is not so narrow as might at first appear. A wide variety can be obtained: capitals, small capitals and lower case, italic capitals and italic lower case used alone or in combination, allow a charming range of effects and variety in the results. Another simple method of obtaining variety, and one gaining in popularity, is that of letter spacing, or placing between each letter a point, half-point, or even less space. This entirely changes the ordinary appearance of the type, and under certain circumstances produces a distinct and pleasing effect.

Variety

Where variation is required on a series of advertisements, the difference should, except in special circumstances, be obtained by the use of related types or types which belong to one family. Increased emphasis may be obtained by the use of a bolder or heavier version of the type selected, or further delicacy by the employment of a lighter one. Type families are remarkably flexible instruments and are of great service to the advertiser.

A word of warning may be given against the use of condensed types, which are not so legible as those of normal width, and although the condensed type allows a larger size to be used than would otherwise be possible, it is to be queried whether any advantage in legibility is obtained, and undoubtedly the beauty of the typographic design as a whole suffers.

Over-emphasis is the greatest danger: the effect at a fair when every showman endeavours to attract attention by trying to make more noise than his neighbour usually results in the general bewilderment of the listeners. Typographic shouting or over-emphasis is equally a mistake which may be made by the use of types that are too large or too heavy. Some extra heavy roman types that are occasionally employed may achieve the desired result if used with discretion—usually not more than one or two lines in an announcement; but experiment has shown that restraint and a large proportion of white space in the advertisement is much more likely to attract attention; a quick glance through the displayed advertisements will prove the truth of this.

Sources of Information

A business meeting at which it is proposed formally to inaugurate the Association of Special Libraries and Information Bureaux will be held at the Institution of Mechanical Engineers, Storey's Gate, S.W.1, at 2.30 p.m., on Monday, March 29. The Association is being formed to facilitate the co-ordination and systematic use of sources of information in science, industry, commerce and public affairs generally.

POINTS ON PHOTOGRAVURE

Slow Progress in some Firms in Britain—Colour and the Camera

"IN my judgment, the best of all processes — within its limitations —is photogravure ; it is, of course, open to criticism," Mr. David Greenhill, the Managing Director of the Sun Engraving Company, unhesitatingly told members of the Regent Club during his address on Effective Reproduction at the Caxton Hall, on March 10.

Photogravure, he said, was capable of giving a wonderful range of tones ; it had ability to reproduce all kinds of subjects.

Mr. Greenhill briefly explained that with photogravure more of the actual surface of the paper was printed on than in the case of the half-tone, the square cells, deep and shallow, of the photogravure plate giving the dark and light tones instead of the large and small dots of half-tone. The dark tones in photogravure resulting from a deep cell carrying a quantity of ink and depositing a thick film on the paper gave a richer and more solid effect than was possible with half-tone relying solely on large dots for dark tones. The thick film in the dark tones together with the more stable paper and ink used in photogravure made it a much more permanent process than half-tone, an important consideration in showcard and scientific work. One of the chief difficulties in three-colour work was its inability to stand up to prolonged exposure. Photogravure would stand up even to exposure to wet.

Cost and Speed

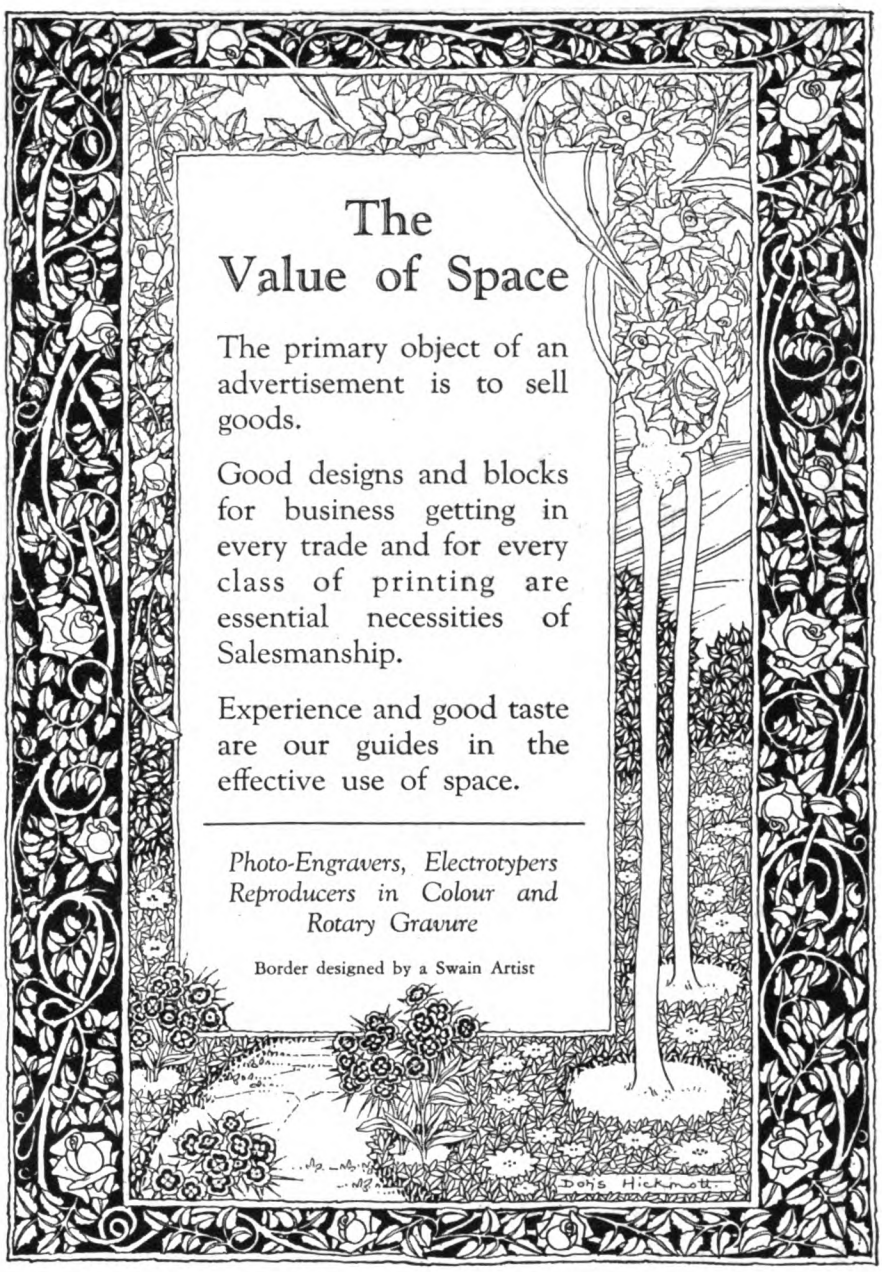
Effective reproduction, in the truest sense of the words, meant colour reproduction. Colour photogravure was not receiving sufficient attention in this country. On a cost basis, given a fair edtion, photogravure was now competing with half-tone, he said, and in speed: the reproduction of 700,000 large folders fo a West-End store in a week spoke for itself.

Photogravure did not seem to make the progress in this country that might be expected—but he could not offer any suggestion as to the reason. In two small countries, Switzerland and Holland, and in the U.S.A. and Germany also, rapid strides were being made. It had been put forward that climatic conditions were the obstacle, but he was not prepared to accept this.

Half-tone at its best was capable of producing very fine results, and he had no doubt that for the majority of work, for a long time, half-tone and line work would hold the field.

Mechanical tints, Day's shading mediums, were not used quite to their full advantage. The embossing of colour pages often was very effective and well worth the extra cost for luxury goods ; this method of adding to the effectiveness of reproductions was more used in the U.S.A. than in England.

In colour work the best results, without decrying the work of the artist, were obtained by photography direct from the object. In this branch of reproduction on the whole, he did not think that America was doing quite such good work as England. The camera was playing an increasingly active part in reproduction, and the slogan "Truth in Advertising" had no better friend than the camera, but as the camera advanced the artist advanced in competition.



JOHN SWAIN & SON, LIMITED
89-92 SHOE LANE, LONDON, E.C.4
GLASGOW - 332 Argyle St.
MANCHESTER 10 New Brown St.
Works: BARNET
BRISTOL 43 Broad St.
PARIS - 34 Bd des Italiens
Telephone: CENTRAL 9333 (5 lines).
Telegrams: "ISOCHROMATIC, LONDON."

D. CHARLES,
Photography. 50 Webbs Rd., S.W.11.
For five bob you can test my skill,
A pipe, shoe, clock, or what you will.
Ring up, and we'll collect it.
Latchmere 4980

SEND A TRIAL ORDER
to
ELPHICKS
The Prompt Printers,
BIGGLESWADE - Beds.

OLDHAM CHRONICLE
EVENING and WEEKLY
NET SALES Evening - 17,508 Weekly - 16,615 PER ISSUE

'LILYWHITE" REGISTERED·
REAL PHOTOS will SELL
YOUR GOODS
EFFECTIVELY
are retained, are impressive
will "get there," are truthful,
Photo printed only by
LILYWHITE, Ltd. TRIANGLE, HALIFAX.

'PERFECTOS'
No 2
VIRGINIA CIGARETTES

Distinguished by a superb delicacy, the result of a matchless blend of the finest Virginia Tobacco

10 for 10½d | 50 for 4/3
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM
Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.
1 P 4

THE PICCADILLY
IN THE CENTRE OF THE WORLD.

Private banqueting rooms accommodating from 6 to 200. Prices ranging from **7/6** per *couvert* including dancing and admission to the
"PICCADILLY REVELS."

All enquiries to THE MANAGER,
PICCADILLY HOTEL.
Regent 160

CONNOLLY
THE MOTOR ARTIST

Agents handling motor accounts have less harrassing times when they put up motor art work that is accurate from the outset. Such work only the specialising artist can provide. That is Connolly, the man who draws cars with a motor draughtsman's understanding, and also folk with life in them.

H. Connolly
Telephone: Museum 3889.
4, Russell Chambers, LONDON, W.C.1.

CURRENT ADVERTISING

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

Osborne-Peacock Co., Ltd., have recommenced placing for big Greys' Cigarettes, and increasing for Amami Shampoos.

C. Vernon & Sons, Ltd., have considerable business in hand for Mappin & Webb.

Greenly's, Ltd., are extending advertising for Hugo's Language School.

Muller, Blatchly & Co., Ltd., have increased displays for Cow and Gate Milk Food.

Erwin, Wasey & Co., Ltd., are handling a new appropriation for Congoleum.

Siviter Smith Service, Ltd. (Birmingham) have season advertising in hand for Bean Motor Cars.

Barker, Drabble & Co. have increased space for Walton's Portable Houses and Swiftsure Vacuum Washer, and have taken over advertising of Ludlow Fabrics.

Oliver Watts Agency is now placing in dress publications for a new line named Lustrina.

Max Rittenberg is now handling the advertising of Elsan Closets.

G. Street & Co., Ltd. (Serle Street) have a new scheme for Neave's Food.

S. H. Benson, Ltd., have in hand a new appropriation for Henley's Cyder and increased for Cope's Bond of Union.

E. H. Jackson & Co. are running a scheme for Spalding Tennis Balls and have business appearing for Redline Motor Spirit and Morris's Yellow Seal Cigarettes.

C. Mitchell & Co., Ltd., have been issuing new instructions for Mead Baby Cars and Veet Cream.

Crossley & Co., Ltd., have business in hand for John Morgan Richards.

W. J. Wilcox & Co. are again placing advertising for Sanitas.

Smith's Agency, Ltd., have increased displays for Treloar's and Catesby's.

E. W. Barney, Ltd., are again giving out for Billowzone.

John Haddon & Co. have recommenced newspaper displays for Lodge Plugs.

C. W. Hobson has increased business going out for Lotus and Delta.

Roebuck Service is again placing for Parlophone Records.

T. B. Browne, Ltd., have in hand advertising for Carron Firegrates.

C. F. Higham, Ltd., are running a newspaper scheme for Rexall.

Misani, Gooderman & Young, Ltd., have business going out for Tecalment.

Marshall-Hardy Service (Bradford) have increased advertising for Harpic.

Stephen's Agency have extended displays for Sentry Heater.

Goddard Watts, Ltd., have business in hand for Veerasawmy India Restaurant and a national campaign for Veerasawmy Nizam Curry Powders and other Indian foods; for Eustace Miles Foods; and Weinbau Furnishing Co., while a campaign is in preparation for Pacific Split Rim Tool in British and Colonial (mainly Australian) motoring and general papers.

Morris & Groves are placing in London and Provincial papers for the Guernsey Chamber of Commerce.

Dorland Agency are handling a national campaign for Wakefield's Castrol, a provincial campaign for Oxo, a new series for Butywave in women's papers, and the Easter advertising for Frederick Hotels.

Griffiths & Weller, Ltd., are placing advertising for E. J. Parlanti & Co. (Architectural Metalworkers), Elliott's and the Muntz's Metal Co.'s, Ltd., Caxton Floors, Ltd., and "Super" Hard Courts, Ltd.

Advertiser's Weekly
Friday March 26, 1926

LANCASHIRE WELCOME NUMBER

The Advertiser's Weekly

4D A COPY
20/- a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

The best
advertising
always appears
in—"PUNCH"
—"the paper that
is England"

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80 Fleet Street, London,
E.C.4

'PERFECTOS'
No 2
VIRGINIA CIGARETTES

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Friday March 26, 1926

LANCASHIRE WELCOME NUMBER

The Advertiser's Weekly

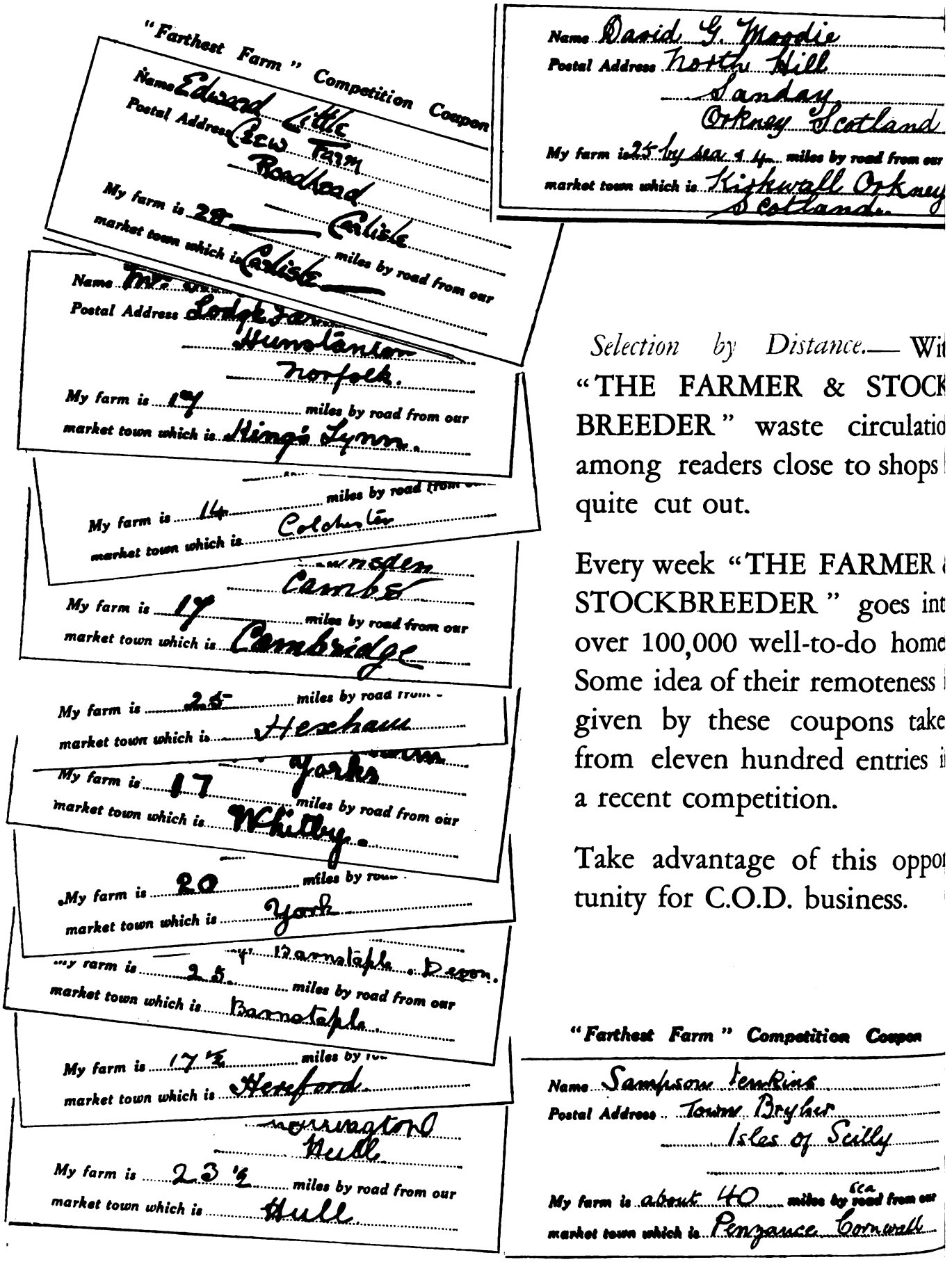
4D A COPY
20/- a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

The best
advertising
always appears
in—"PUNCH"
—"the paper that
is England"

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80 Fleet Street, London,
E.C.4

THOSE FARTHEST FROM



"Farthest Farm" Competition Coupon

Name Edward Little
Postal Address Low Farm
Roadhead
Carlisle
My farm is 28 miles by road from our market town which is Carlisle

Name Mr. [illegible]
Postal Address Lodge Farm
Hunstanton
Norfolk.
My farm is 17 miles by road from our market town which is Kings Lynn

My farm is 14 miles by road from our market town which is Coldham
Camden
Cambs

My farm is 17 miles by road from our market town which is Cambridge

My farm is 25 miles by road from our market town which is Heckham
York

My farm is 17 miles by road from our market town which is Whitby

My farm is 20 miles by road from our market town which is York

My farm is 25 miles by road from our market town which is Barnstaple

My farm is 17½ miles by road from our market town which is Hereford

Harrington
Hull
My farm is 23½ miles by road from our market town which is Hull

Name David G. Moodie
Postal Address North Hill
Sanday
Orkney Scotland
My farm is 25 by sea 14 miles by road from our market town which is Kirkwall Orkney Scotland

Selection by Distance.— Wit
"THE FARMER & STOCK
BREEDER" waste circulatio
among readers close to shops
quite cut out.

Every week "THE FARMER
STOCKBREEDER" goes int
over 100,000 well-to-do home
Some idea of their remoteness
given by these coupons take
from eleven hundred entries i
a recent competition.

Take advantage of this oppo
tunity for C.O.D. business.

"Farthest Farm" Competition Coupon

Name Sampson Jenkins
Postal Address Towne Bryher
Isles of Scilly
My farm is about 40 miles by c.a. road from our market town which is Penzance Cornwall

HOPS MOST NEED C.O.D.

Name Duncan Macdonald
Postal Address "Sheag" Balnain
Glenurquhart
Inverness-shire
Scotland
My farm is 23 miles by road from our
market town which is Inverness

"Farthest Farm" Competition Coupon
Name Robert Scott
Postal Address Murrayton Farm
Gatehouse-of-Fleet
Kirkcudbrightshire
My farm is 19 miles by road from our
market town which is Castle-Douglas.
Ross-shire.

My farm is Twenty miles by road from our
market town which is Dingwall

Kincardineshire
My farm is 27½ miles by road from our
market town which is Aberdeen

My farm is 15 miles by road
market town which is Llangefni

Inverness-shire
My farm is 20 miles by road from our
market town which is Carrbridge.

My farm is Twenty
market town which is Dunkeld

St Davids
Pembroke Shire
My farm is 18 miles by road from our
market town which is Haverfordwest

My farm is TWENTY (20) miles by road from
market town which is BRECON

Isle of Man
My farm is 17 miles by road from our
market town which is Douglas.

Yarmouth
Isle of Wight
My farm is 10½ miles by road from our
market town which is Newport. I of Wight

The Trade Journal of Britain's greatest single industry, and read by farmers "from the Scillies to the Orkneys."

Nett Sales: Over 100,000 copies weekly

THE Farmer & Stock-Breeder AND AGRICULTURAL GAZETTE 2D

Proprietors: MACDONALD & MARTIN, Ltd., Pennox House, Norfolk Street, Strand, London, W.C. 2.

"Farthest Farm" Competition Coupon
Name N. G. Bartlett
Postal Address Bel-air Farm
Sark C.I.
via Guernsey
My farm is Ten + ten miles by road from our
market town which is Guernsey
+ boats a week if weather permits

Tell it in Two Million Homes through "The Sunday Pictorial"

The week to week circulation figures for the last three months of 1925 are as follow:—

October	4	2,302,691	November	15	2,264,126
,,	11	2,330,959	,,	22	2,390,295
,,	18	2,325,995	,,	29	2,416,983
,,	25	2,308,404	December	6	2,369,046
November	1	2,302,232	,,	13	2,342,761
,,	8	2,268,268	,,	20	2,327,090
			,,	27	2,353,593

The above figures are exclusive of all Free, Voucher, and Complimentary Copies.

The Sunday Pictorial

CIRCULATION WELL OVER TWO MILLION COPIES PER ISSUE

'Phone:
Central 3440 (Seven Lines)

Specimen Copy, Rates and Full Particulars will be sent on application to
SIDNEY D. NICHOLLS
ADVERTISEMENT MANAGER
Geraldine House,
Rolls Buildings,
Fetter Lane,
E.C.4.

Telegrams:
"Sunpicad, Fleet, London."

The GRAPHIC LEADS

The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

The GRAPHIC FOR CHOICE

Vol. 49 FRIDAY, MARCH 26, 1926 No. 670

The Importance of Blackpool

Organised Advertising's Determined Effort to Bring Help to the Manufacturing World—Work that is for the Benefit of All

THE welcome which Lancashire advertising men extend to the Blackpool delegates in our pages this week strikes a serious note. They emphasise, one and all, the fact that what they hope to do during the Convention is to show, convincingly, how the trade of Britain can be helped and stimulated by organised advertising. The message from Sir William Veno, the Chairman of the Organising Committee, contains a particularly impressive phrase.

"The man who wishes to reconcile his scruples about dignity with his desire to advertise can blow his own trumpet sweetly and well without becoming a nuisance to himself or to his neighbours."

That phrase represents very fairly the two main objectives of the Convention—firstly, the need for advertising, and, secondly, the need for advertising in the right way and the right place.

The General Sessions and the "Selling British Goods" Session in particular will enable the promoters of the Convention to broadcast to the manufacturers, not only of Lancashire, but of the whole country, the helpfulness of advertising. The departmental sessions will enable all those engaged in the many branches of advertising to discover and discuss new methods, new ideas, new ideals and new equipment in order that the trumpets of the massed bands may be sweet-toned and harmonious.

The aim of the Advertising Convention is educative. It is intended to concentrate the attention of the manufacturers and traders of the country for a few days definitely on the whole topic of advertising. It is propaganda. But the aim is also educative within the profession itself. The interchange of knowledge which is so valuable a feature of the activities of the Publicity Clubs throughout the winter months reaches its climax at the Convention. No one can truthfully say that there is nothing in the outline programme which we give this week that does not interest him or concern him. Advertising is not yet an exact science. There is still a great deal of experimentation and research to be done and it is the results of a year's work in that direction that pass under review at the Convention.

There is perhaps to the mind of some people a certain incongruity in holding these Conventions in popular watering places. This gives, unintentionally, an air of holiday to the affair. The impression is, however, a superficial one, speedily removed by a study of the programme. There is real solid work to be done between the time the opening session begins on the Monday and the closing of the Convention at lunch time on Wednesday. And it is work, not for one section of the community, not for one closely guarded and jealously preserved trade or profession, but work for the general good and prosperity of the whole country and for the upbuilding of a prosperity to which our sons shall be heirs.

First Details of the Blackpool Programme

MONDAY, May 3—	
10.00 a.m.—1 p.m.	Opening Session.
2.30 p.m.—5 p.m.	General Session. (Selling British Goods, particularly in Colonies, Dominions and Foreign Countries.)
TUESDAY, May 4—	
10.00 a.m.—1 p.m.	Sales Management and Distribution.
,, ,,	Printing and Photo Engraving.
,, ,,	Newspaper Executives.
,, ,,	Press Representation.
11.00 a.m.—1 p.m.	Screen Advertising.
11.30 a.m.—1 p.m.	Town and Public Services.
2.30 p.m.—5.30 p.m.	National Advertisers.
,, ,,	Direct Mail Advertising.
,, ,,	Outdoor Publicity.
,, ,,	Business Research.
,, ,,	Publicity Clubs' Executives.
WEDNESDAY, May 5—	
10.00 a.m.—12 a.m.	General Session (Summing up the Convention).
12.00 a.m.—1 p.m.	Closing Session (Announcement of 1927 Convention).

Lancashire Means to Make

British Trade Needs the Tonic Help of Advertising

Lessons to be Taught at the Convention—Some "Don'ts" for Lookers-on who Ought to be Doing

By Sir William Veno

(Chairman of the Organising Committee of the Convention)

WHEN the British Advertising Convention meets at Blackpool, it will be assured of a typical Lancashire greeting. The Manchester Publicity Club will act as hosts, and together with the Mayor and Corporation of Blackpool, will unite in a demonstration of genuine good will towards the many hundreds of advertising men and women who will foregather.

Blackpool will be a delight, especially to those who will visit this bright and breezy Lancashire resort for the first time, and each day, after



Sir William Veno

the serious business of the Convention is over, delegates will be taken in hand by the Entertainments Committee, whose duty it will be to see that they do not have a dull moment.

The Convention will be opened by the Right Honourable the Earl of Derby, who will be supported by many well-known and eminent men in the advertising profession.

I am looking for great things from the Convention. I believe it is going to be of service to the country at large, as well as for the cause of British publicity, for it comes at a time when help is needed for our hard-pressed industries.

Experience has taught me that the "advertising hen seldom lays a bad egg, and the louder she cackles, the better results she has to show for it, as a rule."

I should like to drive that thought home to the manufacturers of the Empire. It seems to me that one of the greatest bars to Imperial trade progress is so-called dignity. Dignity is very often shabby genteel, and when it is, it arouses pity rather than admiration. Just now there is great danger of British trade becoming shabby genteel, unless it throws off the shackles of the illusion which leads manufacturers to believe that it is undignified to advertise. The man who wishes to reconcile his scruples about dignity with his desire to advertise, can blow his own trumpet sweetly and well without becoming a nuisance to himself or his neighbours.

At Blackpool we shall have a gathering of men who are skilled in the art of advertising harmony, some of them expert enough to wield the baton to the massed bands of Britain, and still produce a noise that the most fastidious would not call unmusical.

Everywhere the pinch of trade depression is being felt, everywhere the same tale is being told by men who have never, until now, known what it is to experience real fear as to the future of our commerce. But merely to talk about bad trade is no remedy.

However we may fear trade competition, there is no better body of advertising men than those who will gather round at Blackpool. These men are full of ripe experience, of real imagination and ability, and they are well able to tell the world what they can do, and what the world may expect as the result of their services.

To those who will be watching the progress of the Convention I would say:—

Don't jump to the conclusion that your business is not adaptable to advertising methods. You cannot tell unless you have consulted someone who knows more about advertising than you do.

Don't say trade is too bad to indulge in the extra expense of advertising. The biggest successes of to-day were new projects, or small undertakings, when the first advertising expenses were incurred.

Don't get the idea that advertising men as a class are merely after your cash. I have come across people who think that. But no advertising man could continue in business for a month unless he could achieve real success for his clients.

Finally, to those who will be present at Blackpool, I offer the heartiest wishes for a happy and successful gathering. At any rate, here is no repining and no lack of enthusiasm in the ranks of advertising. I regard the art myself as the golden master key that will always unlock the gate to trade prosperity.

A Personal Message from

In making Blackpool the venue for the holding of the 1926 Convention the publicity men of Great Britain may rest assured of a whole-hearted Lancashire welcome, and for this reason—Blackpool is in the business and belongs to the firm of "British advertisers."

We have been "on the road" ever since 1879 in an active form, Parliament in that year having sanctioned the expending of a portion of Blackpool's rates in advertising the town's advantages as a health and pleasure resort. By careful study and the adoption of methods of proved merit we have been pushing Blackpool's claims for nearly fifty years. Our slogan is not exactly "Buy British goods." We can and do offer entertainments unrivalled anywhere at home or abroad, whilst no charge whatever is made for the ozone on draught here.

The restorative, health-giving and "dustless" breezes are free to all comers.

We are happy in welcoming the delegates attending the Conference, and in wishing for them unbounded success. Further, we feel that we are fortunate in being able to contribute

FURTHER LANCASHIRE
On pages

Business Brisk at Blackpool

Lancashire's Objectives in Organising the Convention

By J. Vincent, Hon. Organising Secretary

A LANCASHIRE welcome! The terms "Lancashire Welcome" and "Yorkshire Welcome" both mean the same thing. Last year Yorkshire welcomed 800 delegates to the Advertising Convention who proved that "Yorkshire Welcome" was no mere phrase. It was a very real thing, so quickly felt that from the start at the Civic Reception by the Mayor of Harrogate everyone felt at home. Our friends of the White Rose set a very high standard for British Advertising Conventions, and we in the Red Rose county are determined that the standard shall be maintained.



Mr. J. Vincent

It was in February, 1925, that the Manchester Publicity Club took the first steps in preparation for the invitation to hold an Advertising Convention in Lancashire. Some people have asked why we wanted it, and more will be interested in the reason. Although the Convention is national and national problems are discussed, attention is also focussed to a very great extent on the centre in which it is held, so that the first benefit we secure for Lancashire is publicity. Throughout the length and breadth of Great Britain and Ireland the events of the Convention in Lancashire will be discussed during Convention week, and when our plans are fully disclosed it will be evident that Lancashire's story will not be confined to the British Isles, but will be broadcast throughout the Empire.

Think of the story Lancashire has to tell the world! Her commercial capital, Manchester, is not only the centre of the cotton industry—it is the centre of the most densely populated and wealthiest industrial area in the world. Within fifty miles of Manchester there are 10 million people—nearly one-quarter of the whole population of Great Britain. Those ten million people live quite ordinary lives, and what a field they provide for intensive cultivation by national advertisers!

But our object would not be achieved if we only pointed out what a fertile field there is in Lancashire for products manufactured elsewhere. We want to draw attention to the products of Lancashire, too, for it produces everything in greater or less degree from a warship at Barrow to a reel of cotton in Manchester or a box of matches in Liverpool.

Liverpool is one of the greatest shipping centres in the world, and is in fact, the commercial gateway to any port in the seven seas. And how many people realise that ocean-going steamers arrive at and leave Manchester every day by the Ship Canal?

St. Helens produces the finest glass in the world in addition to pills worth a guinea a box, and Warrington and Widnes produce the finest wire as well as better-known soaps.

Wigan is famous, but it is perhaps not generally known to be the centre of the coal industry in Lancashire.

Oldham and Bolton are probably the best known of the cotton manufacturing towns, but the industry spreads throughout the whole of East Lancashire—through Rochdale, Burnley, Blackburn, Bacup, Accrington and other towns—and west as far as Preston.

Lancashire exports her products to all parts of the civilised—and even the uncivilised—world, but, even so, she needs to establish new markets for those products and the holding of the 1926 British Advertising Convention within her borders will have the two-fold effect of advertising Lancashire and drawing the attention of those of her manufacturers who are not already aware of it to the fact that publicity offers a sure means of securing new markets and extending old ones for goods which, because they are branded with the name of Lancashire, are recognised as good goods and so worthy of good advertising.

With our objects in securing the Convention in mind, it will be no surprise to learn that our first attention is given to the business side of the Convention. After all, that side of the Parliament of the advertising profession is the side that is of real consequence, and so our energies are mainly devoted to its success. Ample accommodation is available under one roof for all business sessions, and in order that there shall be nothing to distract attention from those sessions entertainment during business hours will be provided for ladies only. The evenings are quite a different matter, and every delegate will find that, while we in Lancashire work hard during working hours, we know also how to play, and we want you all to join in our play when the labours of the day are over.

Every member of the Manchester Publicity Club is gladly devoting his or her efforts to giving each delegate a "gradely" time, and we believe the results of our efforts on both business and social sides will please you.

the Mayor of Blackpool

in an important degree to their prosperity. By making them welcome we are giving them the opportunity of sampling the goods Blackpool advertises, and we are certain that they cannot but benefit in health and derive pleasure in putting these goods to the test. Those in attendance at the Conference will thereby become even more fit for their important work.

It is said, "good wine needs no bush," but this is not quite true in the present day. To maintain one's position in the forefront, even as regards health and pleasure resorts, advertising on specialised and up-to-date lines must be done.

Steady, persistent advertising fosters, encourages and improves trade, and this is where Blackpool's truest interests are so closely interwoven with those of the Convention. Good trade throughout the country means a good season for Blackpool, who is ever ready to provide recreative and restorative opportunities to those workers, either mental or physical, who need recuperative holidays.

On behalf of Blackpool I wish the delegates well in their deliberations, and trust they will all retain happy recollections of their visit.

TOM BICKERSTAFFE,
Mayor.

"WELCOME" MESSAGES
532, 534, 536, 538, 540

Postal C.O.D. Adopted by the Government

Its Effective Use Abroad—How Advertising will Benefit

By A. Moore Hogarth, *Founder of the Postal C.O.D. Association*

MONDAY, March 29, 1926, will mark an epoch in the history of industrial England, for on that date Postal Cash-on-Delivery (Inland) will become a feature of British commercial life.

Looking back to April 4 of last year, when, with the aid of two colleagues, I founded the present Postal Cash-on-Delivery Association, it occurs to me that our genesis might not prove uninteresting.

I remember quite well that my action crystallised for me a series of impulses for the opening up of better distributing channels, which had its origin many years ago, when I was associated with the Duke of Marlborough, the Hon. Frances Wolseley, Mr. Alfred Stead, Professor Long and others in an effort for home colonisation.

The Open Door

To-day, I remark the same home colonisation in the slogan, "Buy British Goods," and in both cases Cash-on-Delivery is, in my opinion, the door which opens up the way.

Our early fight is now history. Arranged chronologically, the foundation meeting was followed by a stirring call made by Lord Denbigh through the columns of *John Bull*.

The Incorporated British Advertisers' Association gave us a platform, which General Sir Alfred Knox, now Chairman of our Parliamentary Committee, turned to splendid use at the National Advertising Convention at Harrogate, and a resolution approving of Cash-on-Delivery, passed at Harrogate, was a feature of the decisions of the Convention. The Federation of British Industries and the Edinburgh Chamber of Commerce heartened us in our work with encouraging support.

Publicity Club's Help

Our next material help was afforded by the Publicity Club of London when, under the chairmanship of Mr. Andrew Milne, they placed their platform (on one of their famous Monday nights) at the disposal of the Earl of Denbigh, our President, and Miss Prentice, a member of our Executive Committee. The ensuing debate was informative and extremely interesting, and it brought us many good friends. Our task was further lightened by the good offices of the Federation of Medical and Allied Services, who allowed us to use their hall for a general meeting, at which was passed a resolution unanimously calling for Postal Cash-on-Delivery facilities.

Last, but not least, we have had the magnificent support of the National Union of Manufacturers, to whose secretary I take this opportunity of expressing our deep obligation.

So much for the history of the movement, which has culminated so happily.

Mr. J. Fisher Rodericks, our honorary statistician, has abstracted from the returns of the different countries comforting figures for nervous retailers, *e.g.* :—

In Germany, during the year 1923, 12,440,300 parcels were sent by Cash-on-Delivery, and the German comment says, "No opposition experienced; service regarded as almost indispensable; no harm done to retail trade; is equally advantageous to large transport businesses as to small tradesmen."

In Sweden, during the year 1922, 2,892,403 parcels were sent C.O.D.

In Italy, during the years 1923–1924, 2,738,520 parcels were sent C.O.D.

In Australia for the year ending June 1, 1923, 405,483 parcels were sent C.O.D.

In Canada, for the year ending August 1, 1924, 667,700 parcels were sent C.O.D.; while in Denmark, for the year ending April 1, 1924, 1,238,000 parcels were sent C.O.D.

The Danish comment on Postal Cash - on - Delivery covers an experience of 70 years. This comment states that the system has been in force since 1854, but no complaint from the retailing class against it has ever reached the Post Office.

Cash-on-Delivery can be made a potent factor in "Buy British Goods," for it places the humblest village retailer in a position of equity with his town competitor. If it enables the town to invade the country, it will also enable the village to invade the town, and I am sure that the traffic canal cut by the Postmaster-General will soon be widened and deepened by expert advertising, and that the advertising genius of to-day will find new avenues of enterprise directed to the point of perfecting distributing methods.

Not only for small commodities will Cash-on-Delivery operate beneficially, but also it will operate to the advantage of the purchaser, for, whereas now the trepidation of sending a postal order to some unknown advertiser often prejudicially affects the intercourse of trade, Cash-on-Delivery will stimulate increased purchasing by means of the telephone, post-card and other channels.

Details of the Scheme

The following is the official announcement of the working of the scheme :—

An Inland Cash on Delivery (C.O.D.) parcel service will be in operation on and after March 29, 1926. Under this service, which will apply to everything transmissible by Parcel Post, the value of a parcel will, up to a maximum of £40, be collected from the addressee by the Post Office and remitted immediately to the sender by means of a special Order. Parcels, ordinary or registered, may be posted C.O.D. at any money order post office. Parcels not exceeding £5 in value will be delivered at any address in Great Britain and Northern Ireland (including the Channel Islands and the Isle of Man) upon payment by the addressee to the postman of the amount to be collected; for those which exceed £5 in value the addressee will be required to pay the amount to be collected at the post office indicated upon an advice note which will be sent to him. The service does not apply to the Irish Free State in either direction.

The C.O.D. fees, which are additional to the ordinary parcel postage, vary according to the amount to be collected (trade charge), and are fixed on the following scale :—

Trade Charge not Exceeding	Fee.
10s.	4d.
£1	6d.
£2	8d.
£5	10d.
£10	1s.

and 2d. for each additional £5 or fraction of £5 up to the maximum of £40.

The sender will be required to write on an adhesive address label—supplied free on demand—or on the cover of the parcel :—

(1) The name and address of the addressee;

(2) His own name and address;

(3) The amount of the trade charge;

and to fill up the special trade charge form which will be handed to him.

The ordinary postage must be prepaid by means of a stamp or stamps affixed to the parcel (or address label). The C.O.D. fee must be prepaid by a postage stamp or stamps affixed to the counterfoil of the trade charge form.

A certificate of posting will be given if desired as in the case of an ordinary parcel.

The trade charge will be remitted to the sender of the parcel by means of a "crossed" order, similar to a money order. This order will not be negotiable and will normally be paid into the payee's banking account; but special arrangements will be made for payees who have no banking account to receive the money in cash from the Post Office, subject to proof of identity.

The Post Office accepts the same responsibility for a C.O.D. parcel as for an ordinary parcel, registered or unregistered as the case may be. For a trade charge order its responsibility is the same as for a money order.

Organising an Advertising Department

Simple Systems for Keeping Track of Routine—The Check on Voucher Copies and Insertions

By Norman Hunter

CAREFUL organisation of routine is essential to the smooth running of an advertising department. Such matters as the sending of copy to the various publications, and the checking of insertions, are not less important in their own sphere than the writing of the advertisements themselves. Failure to supply copy in time means trouble with the paper, and if the trouble occurs frequently the advertiser's position in the paper is apt to suffer.

If an advertising agent is employed the work of the advertising department is considerably simplified because the agent will send requests for copy as it is needed. At the same time it is well for the advertiser to know in advance what copy will be called for, so that ample time may be allowed for such matters as the making of blocks, drawings and so forth, which cannot be hurried without detriment to the advertising.

Prepare in Advance

When the campaign is of short duration the best plan is, unquestionably, to have all copy and blocks prepared for the whole scheme in advance. The complete set can then be handed over to the agent, and there is nothing more to worry about in that direction. If the papers are dealt with direct the copy should be filed by a system that automatically brings up a reminder in time for it to be sent off. It is unwise to wait for the paper's requisition as this may arrive too late to allow for revision of proofs. And revision is often necessary.

Fig. 1 shows a simple chart that may be used either for a complete scheme, when the scheme is short, or month by month when the advertising is more or less continuous all through the year. For a short list of papers a single large sheet of squared paper should be used and fixed to the wall in the copy department. If the list is long a loose leaf book may be used, the sheets being classified into daily papers, weeklies, monthlies, etc., or even into still smaller sections.

This chart shows the dates on which advertisements are due to appear. The figures in the spaces refer to particular advertisements according to the key given at the bottom of the chart. Each piece of copy is similarly numbered, likewise the blocks needed for it. When a piece of copy is sent to a paper the corresponding figure on the chart is scored through diagonally. When the advertisement has appeared and been checked a stroke is made the opposite way through the figure. A glance at the chart will show exactly how the position stands, which papers have had copy and which advertisements have appeared.

If desired the chart may be made still more complete by writing a capital letter (P) against the figure when proofs are passed. Other notes within reasonable limits can also be made.

MAY, 1926

Paper.	M. 1	2	3	4	5	6	7	8	9	M. 10	11	12	13	14
Daily Mail	1	—	3	4	6	2	7	8	—	9	1	3	4	6
Daily News	2	—	5	9	8	1	4	6	—	3	2	5	9	8
Sunday Herald ...	—	1	—	—	—	—	—	—	4	—	—	--	—	--
Home Magazine ...	10	—	—	—	—	—	—	—	—	—	—	—	—	--

Fig. 1.—Copy key :—8 in. d.c., 1, 2; 6 in. d.c., 3. 4, 5; 4 in. s.c. 6, 7, 8 9; ¼ p., 10. 11

In conjunction with this chart system a system of memory ticklers will also be advisable as the chart shows only when the advertisements are due to appear, not when the copy should be sent off. The tickler system is simplicity itself, and is based on the method used for ordinary correspondence ticklers. A sheet of plain paper is made out as shown in Fig. 2, for each day of the month or each day for the duration of the scheme. Below the date is written the name of each paper to which copy must be sent on that date, together with the number of the copy due and the date of its appearance. This sheet being brought up automatically each day serves as an infallible reminder to the clerk responsible for sending off the copy.

The safest method for deciding the date on which copy must be sent out is to take the date on which the advertisement is to appear and count back, a week for daily or weekly papers, a month or more for monthly periodicals, according to the date of their going to press. It is also a good plan to keep a card index of all papers used, each card giving the name and address of the paper, telephone number, page and column sizes, date of going to press and other information likely to be of use. Such an index is easily compiled from a Press directory, and it is invaluable for all concerned with the advertising. Rates can also be included on the index.

The checking of insertions is another important matter. It is very rare, certainly, that a paper misses an insertion, but there is always the risk that such a thing may happen. If no check is made such an error may cost the advertiser a considerable sum, even to hundreds of pounds, for an advertisement from which he receives no benefit.

Checking insertions is tedious work, and it is work usually carried out by a junior. There is a great temptation to scamp it, and this must be guarded against. The best plan to adopt is to introduce a system of checking that makes it more difficult for the checking clerk to "cook" his checking than to do it properly.

Probably the safest method is to have each advertisement cut out as it appears and pasted into a large scrap book, a page being devoted to each paper and each advertisement dated as it is stuck in. The advertisements need be stuck in only by the top edge and well overlapped to save space. The only way in which a false check can be made by this system is for the clerk deliberately to secure a duplicate advertisement and paste it in under the date of a missing one. Needless to say nobody is going to do this as it involves more work than making the check properly and noting any missing insertions.

A junior can check advertisements in a large list of papers with frequent insertions by devoting as little as one day a week to the work by this system, the voucher copies being placed aside as they come in and dealt with all on one day specially set apart for the work.

Another method, quicker than the above, but not so good in some re-

spects, is the following. Vouchers for the week or month are collected and the papers checked against the list of papers due for advertisements during that month. A glance through the vouchers will show whether any paper has no advertisement; while a glance through the list will show if any voucher is missing. This checks the insertions, but it does not show whether the advertisements intended to appear on certain dates have appeared on the

MAY 1, 1926.

Daily Mail ...	**8 for May 8.**
Daily News ...	**6 for May 8.**
Sunday Herald	**4 for May 9.**
Home Magazine	**11 for July issue.**

Fig. 2.—A "memory tickler" for the provision of copy

correct dates. The method first described has the added advantage of providing a record of all the Press advertising done from month to month and from year to year.

As each advertisement is checked in the vouchers it should be crossed off on the chart. The chart will then show at once if any are missing.

Another method is to give the vouchers to a junior with instructions to cut out the advertisements and date them with the date of the vouchers. These can then be handed to a senior member of the staff for the more responsible work of checking off the dates and advertisements against the chart.

The whole principle underlying every system that can be used in connection with supplying copy to papers is that of working ahead. To wait until the last minute before sending off copy or getting it ready to send off is to court disaster. It is just as easy to have everything cut and dried a month or even two months ahead as to be always working hand to mouth. The first method gives ample time for correcting proofs and making any changes that may become necessary through topical occurrences and so forth. The hand-to-mouth method puts everyone, including the agent when one is employed, into a continual state of rush which is not conducive to efficiency or good service.

The system described above, also the various alternative methods indicated, have all stood the test of practical use. That they have stood this test is sufficient proof of their value. They reduce risk of error to a minimum and allow time for any error that may unfortunately creep in, to be rectified without undue expense or dislocation of office routine. Moreover, if the clerk responsible for the work is unexpectedly absent someone else can at once take up the threads.

More Tributes to the "Annual"

The Argus Advertising Agency,
Birmingham.

You are deserving of fullest congratulations, it is a credit to you and the profession.

Messrs. Burnham & Co.,
Shop Advertisement Contractors.

We are extremely pleased with the copy of the ADVERTISER'S ANNUAL to hand this morning, which is a wonderful book of reference, and contains a wealth of valuable information.

From our own particular point of view, however, the ANNUAL could be improved, and we are taking advantage of the invitation contained in the Preface to mention what we consider to be a serious omission.

We refer to Shop Window Publicity, in which we have specialised for nearly fifty years, and which we are sure all advertising men will agree must be regarded as a necessary adjunct to all other media.

For some reason, our particular branch of publicity work seems to have become more or less the Cinderella of the profession at least so far as the advertising agents are concerned.

The Enamo Co., Ltd.,
Wimbledon.

We have pleasure in acknowledging herewith the CONVENTION YEAR BOOK, 1925-26, and take this opportunity of congratulating you on a most excellent production.

In looking through this excellent work we note that there is no mention throughout of Showcards. We do think that your next publication should have some particulars embodied in it concerning this side of advertising, and you know there are many firms extensively engaged in this class of work, and employment is given to several thousands in this connection.

Hazell and Co. (Publicity) Ltd.
Manchester.

It was worth waiting for! We congratulate you upon the production of THE ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK. It is cram full of interest from cover to cover. If we dare suggest one addition which would be of use and value in the next issue, it is that a List of Delegates to the Second Convention be embodied.

Holland is only a few hours distant and the people like British goods.

These papers cover the market.

"Algemeen Handelsblad" (Amsterdam)
"Nieuwe Rotterdamsche Courant" (Rotterdam)
"Nieuwe Courant"-"Het Vaderland" (The Hague)
"Wereldkroniek" (Holland's Leading Weekly)

Representatives in the U.K.
from whom rates and particulars can be secured

THE OVERSEAS PUBLICITY & SERVICE AGENCY
9 Quality Court, Chancery Lane
LONDON, W.C.2.
Manager.-G.D.Young
'Phone:-Holborn 5628 (Solely Publishers Representatives-Not Advertising Agents) Telegrams-Egyptadco



1926

J & P COATS & CLARK & CO. LTD, PAISLEY.
(THREADS · EMBROIDERIES · COTTONS)
CORAH & SONS, LTD. (ST MARGARETS UNDERWEAR & HOSIERY) · KASHIKOON · MURRAY'S MELLOW MIXTURE · CROWBAR TOBACCO · RESLAW HATS
The NORTH BRITISH RUBBER CO. LTD.



Significant of the growing appreciation of the power of advertising and of the Saward Baker Service are the additions to our list of clients in the newly opened chapter of 1926. Who will be the next to use Saward Baker, A to Z advertising?

—*Advertiser's Weekly*, March 12.



The North British Rubber Company makes a thousand and one different rubber products.

Organised and equipped to produce anything from tyres to tennis shoes, from belting to rubber floors, the Company may well be described as an A to Z Rubber Service.

SAWARD, BAKER & Co. Ltd.

Telegrams SABAZIA HOLB. LONDON

Advertising from A to Z

Telephone HOLBORN 5528 (5 LINES)

27 CHANCERY LANE, LONDON. W.C.2



The Poster Pillars in Berlin which are practically the only hoardings available for the display of the remarkably designed German posters (reproduced by courtesy of "Die Reklame," Berlin)

Outdoor Publicity in Berlin

The Strange Case of German Posters—Where the Window Pulls its Weight—The Kingdom of Illuminated Signs

By Fernand A. Marteau

IT may be a matter of controversy if window-dressing may be considered as outdoor publicity. If we take it that everything which ndeavours to get at the prospect when he is "out of doors" is outdoor publicity, then indeed window display is to be included.

With this in mind, I should say that the window is easily the leading publicity method in Berlin.

Using it all to pull

It would be even more correct to say the whole front of the shop is an advertisement, and in this Germany is indeed in advance not only as compared to Great Britain but also to France.

For all the progress made over here in window display technique, with the exception of the large stores the shopkeeper is only too often satisfied that he has done all that is possible when he has dressed his window. Too little care is taken of the signboard above or on the first floor balcony, or of the appearance of the whole building.

The spacious streets of Berlin's shopping centre make care in display, of course more necessary than in our West End thoroughfares, usually so very narrow in comparison; but, for all that, a little more of the care of the Friedrich and Leipziger Strasse, and especially those of the Berlin West End—Tauentzienstrasse and Kurfürstendamm—stores might usefully be infused in our high-class district shopkeepers.

With the whole house as a standing advertisement, the window acquires additional value. In a way it has to keep up the reputation of thorough liveliness promised by the front. And so it does.

Leaving the leading streets with the world-famous shops, such as Wertheim and Tietz, where our own Selfridge and Harrods have little to learn, for the thoroughfares of secondary importance, such as Potsdamer and the upper Koniggratzer Strasse (of the standing of our Charing Cross Road and Tottenham Court Road), it is remarkable how the smallest shopkeeper endeavours to—and indeed succeeds—in grouping his products in a manner that gives unity to the whole display—a little geometrical, a little striking in grouping of colours, but nevertheless tasteful and thoroughly in harmony with local psychology.

Far be it from me to advocate the copying of the Berlin window-dressing style. It is not suited to Anglo-Saxon mentality. The so-called "advanced" art is the chief influence in both structure and colours. This style has, however, a strong influence over there, while not generally accepted over here. But what I want to underline is that in Berlin, indeed, the window is taken seriously and made to pull its full weight in the advertising campaign.

Day and Night Signs

I should give the second place to signs—both day signs and the whole range of electric signs.

In addition to those which are part of the window display I have already described, there are those taking the place of posters. Signs are the only advertising allowed in the stations for example, where, with the exception of the actual railway advertising, no commercial poster is to be found. In the Underground stations painted canvasses are nailed on the walls. The Overhead stations are, however, showing commercial posters.

As for electric signs, Berlin. with its intense night life, makes a greater use of this medium than London. The position of Berlin is somewhat the same as that of Paris, although the wine or beer "stuben" are mostly closed and only few possess terraces like the Paris "cafés." For example, Potsdammer Platz (the Berlin Piccadilly Circus) is remarkable, offering all manner of signs and lighting, not excluding scintillating signs.

The Poster Pillars

And only then do we come to the poster and that which takes the place of our hoardings, the "*Plakatsaulen*."

Berlin, and, I am told, most German towns, has no hoardings—neither are there any wooden erections along the railway lines or motor roads (with the exception of the privately owned motor track from Potsdam to just outside Charlottenburg).

The "*plakatsaulen*" are metal or wooden square or cylindric, erections, standing on the footpath, which is the only legitimate space available to the poster. Germany is indeed in that strange position of having a large number of most active and, indeed, efficient Werbekunstlern (commercial artists), but practically no means of showing their work.

It is a mistake often made by those who are shown reproductions of Ludwig Holwein's powerful compositions, Offler's daring new art creations, Wiertz's fine colour blending, or even those, not in the least the worse

USE

The Morning Post

TO INTRODUCE

GOODS OF QUALITY into the Best Circles

During the Coming "Season"

READ BY PEOPLE WITH MONEY TO SPEND

The Morning Post

MORNING POST BUILDING,
346, STRAND,
LONDON, W.C.2.
Telephone : City 1500.

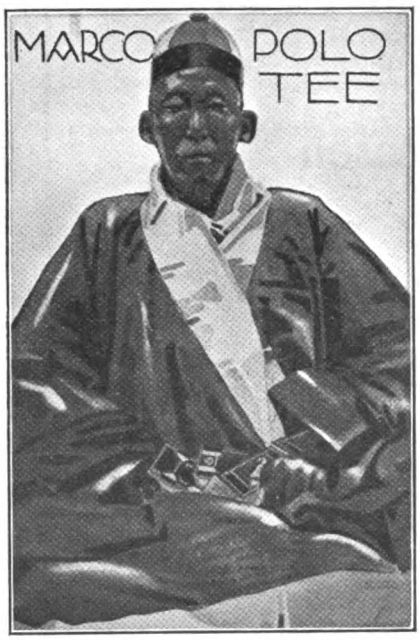
PERCY WATSON,
Advertisement Manager.



The Potsdammer Platz, Berlin's Piccadilly Circus, at night, showing the extent of the illuminated sign industry

OUTDOOR PUBLICITY IN BERLIN—(Cont.)

sellers, the innumerable anonymous posters, to imagine that poster publicity is one of Germany's chief selling means.



A Ludwig Holwein poster

The "*Saule*" does not give the bill-poster much chance and forces the posters to be almost exclusively single sheeters.

Off-set is far more frequently seen than the litho poster, while linoleum prints are getting more and more popular. Outside these, a few metal signs can be found on the back of houses along the railroad.

A word should be given to the *Normaluhzen Saule* (a cross between luminous and poster advertising). These reflect, by transparency, often exceedingly well coloured compositions and help to make Berlin bright, while the *Hastragsaule* giving on one side a plan and indications as to 'bus or tram services—the rest being used for advertising—are valuable media as they stand on stopping points, where people have to wait for conveyances.

Finally, the tramcars carry far too many small transparencies to make this media effective, and there is ample room for improvement. 'Buses also carry advertising cards and streamers, in a slightly more orderly form than the trams.

Such is the position of Berlin as to its outdoor publicity means, and it will be seen that, while we could learn a little here, a little there, on the whole the position of London is not inferior.

Dangers of the Double Page

An advertisement that runs across two pages is always open to one serious danger. The place where the pages join will, if considerable care is not taken with the lay-out, break up some message and render it unintelligible. A recent example taken from a trade paper goes even further than this in that it actually gives a message the reverse of what the advertiser intended if the paper is glanced through hurriedly. The headline runs across the two pages and reads "The World's Best Rubbers." Unfortunately, the join comes between World's and Best with the result that as the paper is opened the letters l, d and s in World's and the letters B and e in Best are not visible. The headline thus reads at first glance "The Worst Rubbers." By keeping the message to one page the danger could have been avoided.

LONELY CORNERS OF BRITAIN

Periodical Readers who are many Miles from Market Towns

COVERAGE forty miles each way beyond the proverbial limits of Land's End to John O' Groats has been brought to light by a particularly interesting competition that has been organised by Mr. R. Child Bayley, for the *Farmer and Stockbreeder*.

The loneliest parts of Britain, miles from the nearest market town, were the objective of the competition. All that the competitor had to do was to fill in a coupon stating his address and the distance of his dwelling from the nearest market town, and to the reader in each of six defined areas who was most remote from the town a wireless set would be awarded as a prize.

Few people realise, probably, how many isolated spots there are in Britain. More than 1,100 entries were received for the competition and some very curious facts emerged.

No one would credit the fact, at first glance, that a farm in Norfolk could be seventeen miles from a market town. Yet the winner in the Eastern England division is actually that distance from King's Lynn.

In Western England the winner is 17½ miles from Hereford.

In Northern England the winner, who lives on the top of Weardale, is 31 miles from Bishop Auckland, the nearest market town.

In Southern England the winner lives on Bryher, one of the Scilly Isles, 40 miles from Penzance, and at the other geographical end of the scale is the Scottish winner, on a remote Orkney island 25 miles by sea from Kirkwall.

Yorkshire seems a fairly closely populated county, but there is a group of farms under Spurn Head which are 23 miles from Hull, the nearest market town.

The Light Side of Advertising.

According to a report just issued by the New York Edison Company 25,000,000 candle-power is flashed against the sky every night from electric signs on Manhattan Island. Of the total of 17,000 such signs, more than 2,800 advertise restaurants, 1,300 barbers' shops, 1,100 tobacco, 867 clothing, and 763 motor cars and their accessories. Theatres have 706 electric signs to their credit.

Art in Common Things

A plea for the recognition of art as something concerned with the common things of life was made at Bristol University on March 19 at a conference of the Design and Industries Association by its president, Sir Lawrence Weaver. Design in things of common use, he said, was the aspect of art which most affected the lives of the multitude. Art was too much thought of as something in a gilt frame on the drawing-room walls of comfortable persons. It was far more important to turn the best of our artists on to giving the exactly right form to our porringers and the wholly satisfying pattern to our dresses and table-cloths. He feared that when the currency situation was so far adjusted as to enable the Germans to compete successfully in export trade, the shops of the world would be filled with German goods. He hoped that British manufacturers would not wait for the lash of competition.

Interest

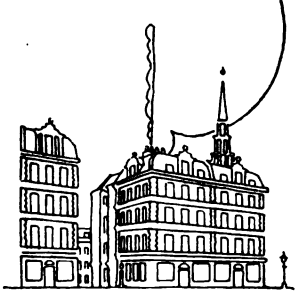
We are all children in this respect. We like things that interest us. An entertainment is more popular than a sermon. And a preacher who can introduce narrative into his message gets a bigger congregation than the orthodox scripture-quoter.

Notice newspaper readers. See them scan the pages. Watch for the kind of advertisement that attracts them. What do they find there? Interest! Maybe it is the illustration, the display, the words, the article itself, perhaps the complete ensemble — but first and last it is the element of interest.

Have the story of your business or manufacture interesting. Have people stop at your advertisements. Hold their interest to what you've got to tell them.

To interest people, and above all, to convince them, are two of the main purposes of the Mather & Crowther Service. We consider that every word in advertising must be the right word. Not a high-sounding word, or a make-shift word, or a mummified word. But a word that will express the right meaning with interest and conviction.

Advertisers who feel that their publicity matter could be made more interesting, more convincing, and so more sales-productive, are invited to communicate with us. An interview can be arranged by letter or telephone



MATHER & CROWTHER LTD
MODERN · ADVERTISING
10·13·NEW·BRIDGE·ST·LONDON·E·C·4

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

"The Charm School"

SIR,—On page 472 of this week's WEEKLY—in the notes on the London Club's Meeting—there is much food for serious thought in the remarks quoted from the speech of Dr. J. M. Bulloch. "The Americans were making advertising *an end in itself* . . . "

Now, sir, it is not only the Americans who are doing this: some of our ultra-artistic advertisement builders are sacrificing everything in the attempt to beautify the lay-out, and make the "copy" futuristic and "high-brow." Many of the advertisements now appearing in the British Press are—beautiful advertisements; they are read, with keen admiration, *by advertising men and women*. These people appreciate their technique. The burning question is—are they read by the potential buyers of the goods? If the aim of all advertising is to sell goods (or service) then the simpler the story the better. If you are trying to sell bottled beer, it is no use building advertisements which will tickle the artistic sense of the drinker of champagne.

I respectfully submit that the "charm school" is working on the wrong lines, and that the greatest results are obtained by the direct, forceful style . . . the advertising which contains a "punch."

Yours faithfully,
HAROLD W. ELEY.

"The People"

SIR,—I understand that an application for the winding up of the People's Publishing Company, Ltd., is to be heard at the Courts on Tuesday next, the 23rd instant. As that Company ceased to have any interest in the *People* more than a year ago, may I ask the courtesy in the event of your making any reference to the matter to notify this fact? The *People* is now under the entire control and management of this Company.

LONG ACRE PRESS, LIMITED.
J. S. ELIAS,
Managing Director.

Buy British Goods

SIR,—Further to the letter of Mr. John Armstrong on the slogan "Buy British Goods" and his own slogan "British Goods—Go One Better," might I suggest that a really good slogan would be "Thoroughly British—All Through." Large numbers of your readers will agree with Mr. Armstrong that the "public" dislike a command and are much more susceptible to coaxing, but the slogan "Thoroughly British—All Through" neither commands or coaxes, but "Keeps British goods in that sphere of supremacy recognised the world over." Not only does it incite to buy, but it carries with it that inborn pride of accomplishment, commonsense and independence so dear to the heart of the Britisher.

ARTHUR GLYNN KINCH.

Nothing New

SIR,—That there is nothing new under the sun is a trite saying, but I must say I was under the impression that the clever Abdulla advertisement in the railway carriages "No Smoking—Not even Abdullas" was the outcome of a bright idea conceived by the modern advertising man.

Imagine my surprise on glancing through the "Guide to the South Western Railway" of 1856 to find a pink slip inserted in the middle of the book, reading as follows:—

SMOKING IN THE CARRIAGES.

NOTE BY THE AUTHOR.

Smoking is *not* allowed (see Rule IV. of Bye-laws, page 115) not even the Cigars—the fine Foreign Cigars—sold by Benson, 133, Oxford Street. It was not to be *supposed* that an exception could be made *even* in favour of Mr. Benson.

May I repeat that the date was 1856?

JOHN B. ELLIOT.

An Idea for Philadelphia

SIR,—There must be many who, like myself, would be delighted to attend the Philadelphia W.A.C., but cannot afford such a trip.

May I suggest that a competition concerning advertising be arranged and the prize or prizes be either the whole or a part of the expenses to attend this great conference?

As one who would try his best,
I remain,
Yours faithfully,
HAROLD H. KERSWELL.

Advertising Philadelphia

SIR,—It seems an extraordinary thing that the promoters of the Sesqui-Centennial Exposition at Philadelphia, which takes place between June and December this year, have so far failed to profit by the lessons of Wembley, as they have not allotted a single penny for advertising space in the British journals.

One would have thought that an Exhibition organised by Americans, who profess to lead the world of advertising, would be an opportunity of showing the world how to conduct publicity on a really satisfactory scale.

"The Export World and Commercial Intelligence,"
A. P. ANDERSON, Publisher.

[*Advertisements of the Advertising Convention at Philadelphia have appeared on behalf of the A.A.C. of W. in certain journals in the last few days, but there does not appear to be any preparation for advertising the Exposition.*—ED. ADVERTISER'S WEEKLY.]

Ceylon and the Fair

SIR,—Your readers will remember that a short time back considerable doubt existed as to whether Ceylon and India would receive any of the British Industries Fair appropriation. Pressure was brought to bear from all sources which resulted in a small portion, at least, of the appropriation being spent in these two countries.

It is therefore very gratifying to Ceylon and Indian newspapers generally to know that orders have been received by several British firms from Ceylon and India, and it is now common knowledge that a firm of clothiers has received orders from practically every part of the world, including Colombo, Bombay and Calcutta. Thus the power of advertising is again amply demonstrated.

H. H. BENNETT.
"The Times of Ceylon,"
New Bridge Street,
E.C. 4.

A Name Block that Stuck

Sir,—A striking instance of the power of suggestion happened last week.

A teacher in a Hull school was giving an arithmetic lesson on simple interest, and wrote on the blackboard the following formula:

$$I. = \frac{P.R.D.}{100}$$

instead of

$$I. = \frac{P.R.T.}{100}$$

Now P.R.D. happens to be a very progressive advertiser in Hull. His advertisements appear every day in one of the local papers; he uses a distinctive name block—sample of which we send you.

A. J. POTTS,
pp. Browns' Publicity Service.
Hull.

CONSTRUCTION AND COPY.

Some Ideas from a Lecture to Printing Students.

Mr. Courtney D. Farmer, in a lecture on "The Art of Writing Copy," last Friday, to the Printing Technics students of the College of Technology, Manchester, said:

"Construct your copy as an author does his plot. Having mapped out the salient features of an article, write your story round them.

"If you appeal to the poor, talk price: the middle-class, stores price and quality; the well-to-do, think only in terms of quality.

"Never 'wish to point out.' It is rude to point.

"Avoid hackneyed expressions. Words such as 'Service' and 'Quality' need very careful handling: they grow weaker with age.

"Don't imagine the public are ignorant and need educating. If you want to instruct them, give them credit for possessing intelligence."

More than 15,000,000

The *Bazaar, Exchange and Mart* has been acquired by a new company, the title of which is The Bazaar, Exchange and Mart, Ltd. The *Bazaar* has been established for 58 years and the total number of classified advertisements that have appeared in all its issues over this long period is believed to be more than 15,000,000. Mr. A. Bain Irvine and Mr. Frederick Carl are the joint managing directors of the new company which is publishing the paper from the offices at Link House, 54-55, Fetter Lane, E.C. 4. The advertising rates for the display pages will be increased to £25 per page as from March 25.

The Observer

THE OLDEST AND GREATEST SUNDAY JOURNAL

FOUNDED in 1791, the oldest and greatest Sunday Newspaper in the world is still renewing itself. Machinery of the latest type has enabled it to increase permanently the number and variety of its pages. A number of striking and entertaining additions have been made to its regular features. The enlarged issue contains each week an unrivalled list of distinguished contributions. Its literary pages are a full and indispensable guide to the books of to-day and to-morrow.

The ENLARGED *OBSERVER* will be found more indispensable than ever in the household where it is familiar, and new readers will find it incomparably informing and attractive.

1791 **1926**

Ad. News in Brief

Death of Mr. L. G. W. Fisher—Trade Journal Burned Out—I.S.M.A. at Birmingham—Leeds Celebrations

Sir Robert Baird Returning

It is learned in Belfast that Sir Robert Baird, D.L., president of the Advertising Club of Ulster, is due to arrive home from his South African health tour on or about April 5. He will have the distinction of being the first honorary member of the Publicity Club of South Africa.

New Appointment

Mr. A. Philip Henderson, formerly of the *Daily Mail*, has been appointed advertisement manager of Messrs. Eyre and Spottiswoode. He takes up his position next week.

Loss to Fleet Street

Fleet Street has lost another advertising man in Mr. L. G. W. Fisher, whose death was made known on Monday. Mr. Fisher, who for the past two and a half years represented the *Northern Whig* in London, was attending business last week. He died on Sunday last from appendicitis. Before joining the *Northern Whig*, he was for some years connected with the Canadian Pacific Railway in London and later became a director of the General Publicity Agency. During the war, he joined the H.A.C. in the ranks, and obtained his commission in the Royal Artillery. His father was a well-known journalist, and was for some years chief sub-editor of the *Evening Standard*.

Colour in Advertising

Mr. C. C. Knights is preparing a book on "Colour in Advertising and Merchandise Display," in which he sets out a simplified colour theory and an original method of evolving colour combinations. Crosby Lockwood & Son are to publish the work.

Death of Mr. Frank Bird

The death is announced at Buxton of Mr. Frank Bird, a former secretary of the Newspaper Society and of the Federation of Northern Newspaper Owners.

Trade Journal Offices Gutted

The disastrous fire which occurred on Wednesday last at 14, City Road, E.C.1, completely destroyed the offices of the *Furniture Record*. By 10 a.m., however, fresh premises were requisitioned and the publication was being carried on as usual. The new building is at 81, Worship Street, from which the business of the journal will be conducted. Although the fire occurred on the eve of publishing, the special spring number will appear as usual.

New Offices

Messrs. Walter Pearce and Co., Advertising Agents and Sales Consultants, have removed from Clun House, Surrey Street, to new offices at Faxfield House, 28, Watling Street, E.C. 4. 'Phone: City 89.

An R.A. on a Stamp

60,000 adhesive stamps for use on correspondence, bearing a reproduction of a painting by a local artist, Mr. A. Tuke, R.A., are to be utilised by Falmouth to advertise itself.



An adhesive stamp and franking mark used for the Leeds celebrations

Slogans Through Post

In connection with the Leeds Tercentenary Celebrations, from July 8 to July 17, the propaganda matter includes a perforated stamp to be attached to all business correspondence by Leeds firms, and an advertisement mark for franking machines, used by many Leeds houses on the outgoing mail. The stamp shows the Town Hall in bright blue, silhouetted against an orange background. The mark for franking machines consists of the Leeds celebration slogan.

Co-op. Members by Publicity

As the result of an extensive publicity campaign, the London Co-operative Society, Ltd., enrolled 15,224 new members in nine weeks. Part of the campaign consisted of the use of 26 local papers in North, East and West London.

Change of Address

Outdoor Publicity, Ltd., have removed from their temporary premises at Aldine House, Bedford Street, W.C.2, to Faraday House, 8, Charing Cross Road, W.C.2. Their new telephone numbers are Gerrard 8518-9.

How Advertisements are Made

The front page advertisement of the *Daily Chronicle* on March 20 was for Mackintosh's Toffee. On another page, under the heading of "How an Advertisement is made," the firm showed the original rough lay-out and gave the history of the evolution of the advertisement.

Upholstery Issue

Messrs. H. J. Searle & Son (1926), Ltd., has been floated this week with the issue of 175,000 7 per cent. cumulative preference shares of £1 each. The company has been formed with the object of taking over the well-known business of H. J. Searle and Son, Ltd., manufacturers of the much-advertised "Berkeley" upholstery.

The Aldwych and Big Game

On Tuesday, after lunch, Mr. Cherry Kearton at the Aldwych Club, held the wrapt attention of a large audience with the tales of his adventures in the Far East. Mr. Kearton's exploits as a big game hunter were to his hearers a far cry from the days, twenty years ago, when he was one of themselves in the business of advertising. His varied experiences in the bush were related in an easy chatty manner that gave the talk the semblance of a friendly chat by an old friend so modestly were the thrilling tales told.

I.S.M.A. at Birmingham

Mr. Stanley Talbot, secretary of the Incorporated Sales Managers' Association, attended a meeting on Monday of Birmingham business men, at the Chamber of Commerce, for the purpose of discussing preliminary details for the formation of a Birmingham branch of the Sales Managers' Association. A chairman will be appointed and a date arranged for the inaugural meeting.

Rate Cards Wanted

Alan Graham and Co., Ltd., 151, Fleet Street, E.C. 4, want rate cards and specimen copies of national and home circulation papers.

The Globe Publishing Co., Ltd., of 19, Charing Cross Road, W.C., want rate cards of all periodicals and buyers of classical fiction.

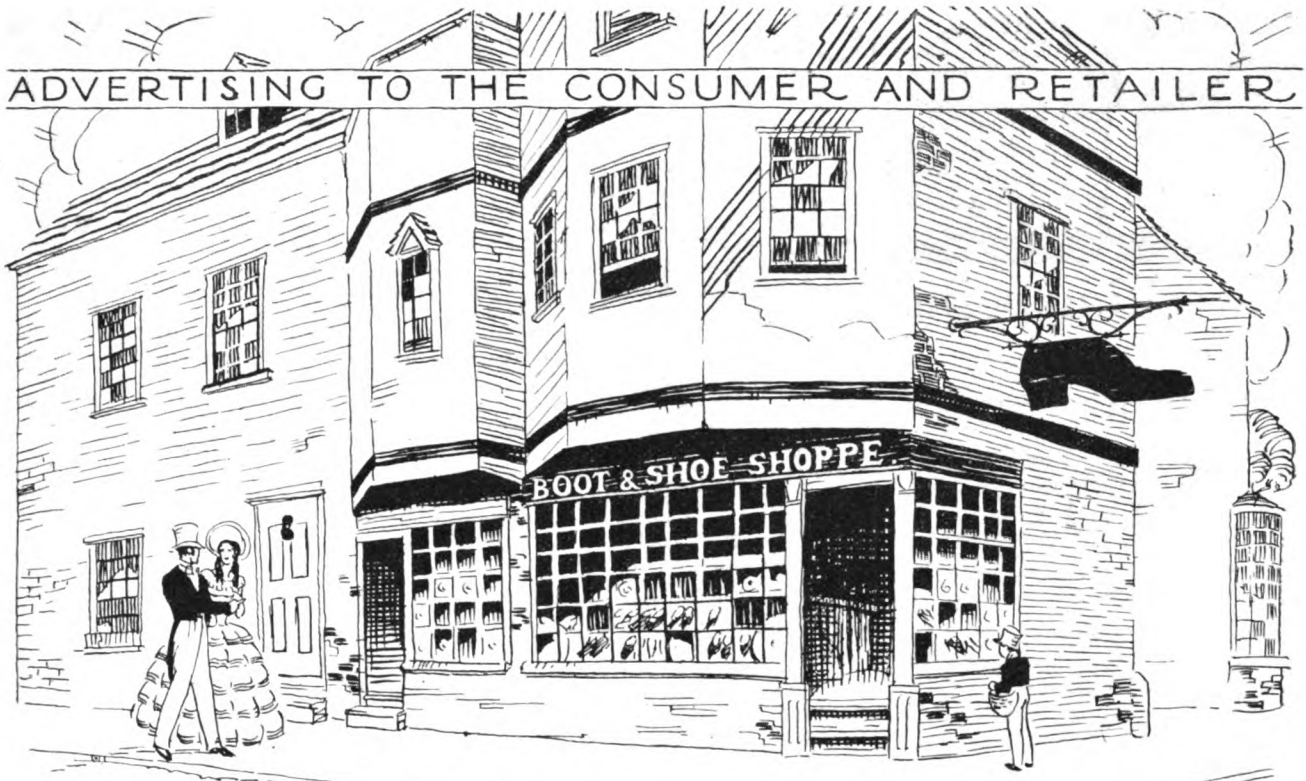
Coffee Stall Advertising

Messrs. J. Lyons & Co., Ltd., are advertising their coffee extract by means of a motor coffee stall. The van is fitted with the latest kitchen contrivances and a board at the top of the van invites passers-by to "Taste a Free Cup, Here and Now."

Yorkshire Empire Weeks

Miss Christina Hole, the organiser in Yorkshire of the British Empire Goods Campaign, has just concluded arrangement for the holding of various Empire Shopping weeks. Rotherham is to have one next month; and already six have been arranged for May, namely at Sheffield, Bradford, Dewsbury, Hull, Scarborough (grocers only), and Wakefield.

Advertise to the Workers in the
World's Pictorial News
The Paper that goes out of the beaten track



The Boot and Shoe shop

APPROXIMATELY 27,850 retailers supply the footwear needs of the total population of the British Isles.

A manufacturer of footwear, therefore, who decides to advertise in the **NEWS OF THE WORLD** (with its net sales of over 3,000,000 copies per issue and more than 9,000,000 readers) **reaches simultaneously one fifth of the 47,200,000 inhabitants of the British Isles and some 5,570 boot and shoe retailers.**

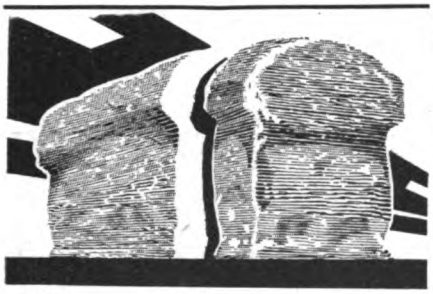
These figures leave no room for doubt as to the important part the NEWS OF THE WORLD plays in obtaining effective and simultaneous retail consumer demand resulting from advertising in its pages.



NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.



No selling point of a commodity escapes

R·N·R

when they investigate it for the purpose of submitting an advertising scheme to a new client.

Technical subjects, such as Motor Cars and Motor Cycles, Domestic commodities, such as Matches or Food, Personal luxuries, such as Scents or Face Powders,

all undergo the same exhaustive examination and then the three P's of R.N.R. advertising:

Policy
Pen *and*
Pencil.

shape the scheme.

Ring up Central 4202 and ask R.N.R. whether, in their opinion, your new advertising should be in the form of a novel stunt or based on the broad conservative principles of proved worth.

They may suggest a combination of the two plans. Anyway, they would be pleased to discuss it with you, without obligation, of course.

Our latest folder "Golden Fruit" sent FREE on request.

Ruddock, Noller & Ruddock,

Specialists in the planning and placing of advertisements,

3, OLD JEWRY, CHEAPSIDE, E.C.2.

Telephone: Central 4202.



CLUB NOTES & NEWS

What's On

Glasgow, Grosvenor Restaurant, 1 p.m. to-day (Friday), "The Background of Advertising," Mr. W. Jno. Phillipps.

Regent, Griffin Restaurant, Villiers Street, Strand, 7 p.m., Tuesday, "On-to-Blackpool" Supper.

Manchester, Midland Hotel, 1 p.m., Tuesday, "Air Defence," Lord Thomson.

London Publicity Club, Hotel Cecil, 7 p.m., Monday, Mr. J. George Frederick, "Advertising plus Researck."

Regent—"Why I Should Like to go to Blackpool"

It has been decided that the ten guineas offered by Sir Charles Higham towards the expenses of two of the Regent Club's delegates to Blackpool is to be competed for by the younger members of the Club. The subject of the competition is an essay on "Why I should like to go to Blackpool," and only members under 23 are eligible.

Aldwych—Luncheon to Mr. Alan Cobham

"Use British aviation as propaganda for Britain" was the keynote of the speech made by Mr. Alan Cobham at the luncheon given to him and his companions on the recent trans-African flight by the Aldwych Club at the Connaught Rooms on March 19. The President of the Club, Sir Charles Wakefield, presided, and in proposing Mr. Cobham's health, said:—

"Unless the productive and inventive side of British aviation is to decay, if our aviators are not to be ineffectual angels beating their wings in vain, British aviation must come to grips with the practical problems. Useless is all the skill and courage, if we cannot find day-to-day employment for it. We must have air mastery, and to have that we must be second to none in practical use of aviation.

"As a survey of possible and profitable air routes, as a demonstration of the reliability of British engineering skill and British workmanship as well as of British pluck—Mr. Cobham's flight is deserving of all praise.

"The real importance of Mr. Cobham's achievement is such that it transcends even the courage and daring which all see and admire. Mr. Cobham's is no bubble reputation, although it has been won in the air. To-day, he definitely takes rank with the great explorers rather than with those who were no more than dauntless adventurers. He is a maker of glorious history. In this flight he has beaten out an Imperial track, and helped tremendously to lay the foundations of what will one day be a net-work of air services throughout the British Empire."

He then presented to Mr. Cobham the Aldwych Club mug which he mentioned was only given to men of distinction and was the highest honour the Club had the power to bestow.

Mr. Cobham, in his reply, said:—

"I am a believer in propaganda, and we are, therefore, all in the same business. One of the lessons of our flight was the lack of propaganda in the British Empire. There is a certain section of the community which shuns the idea of propaganda, but we have come to an age when that is the main thing. Other countries do it, they carry on a desperate propaganda for their own ends and to the detriment of our interests. We must get down to the work. Until we realise that, we shall lose opportunities. We must do something with the fine propaganda material which British aviation offers us, not only to push British flying but to push Britain generally. Every nation is using aviation to launch national propaganda and we must do the same, above all taking advantage of the help of the Press."

Aldwych—Golf Circle's Spring Meeting

Last week's spring meeting at Sandy Lodge was one of the best attended of recent years, more than thirty members of the club entering for the competition. The morning round for the *London Opinion* trophy and a prize presented by Mr. Ernest G. V. Clark (Clark's College) was won by Mr. Alfred Pemberton, and the foursomes in the afternoon, for prizes given by Messrs. H. M. Bussy and A. Wardle Robinson, resulted in a win for Mr. R. Wortley Dodd and Mr. Wareham Smith. The "knock out" competition for the *Glasgow Herald* shield is now in progress.

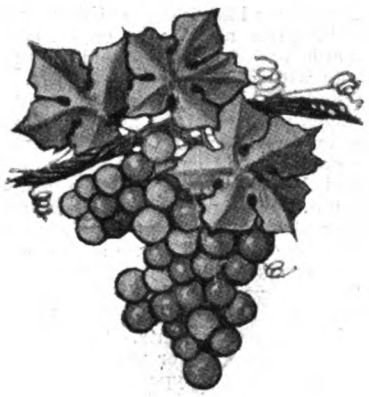
Leeds—The Advertising Side of Newspaper Work

There was a very large gathering of members on Friday evening last, when Mr. Arthur Grime, General Manager of the Yorkshire Conservative Newspaper Co., Ltd., spoke on the interesting theme of the advertising side of newspaper work. Mr. W. J. Courtman Stock occupied the chair.

Mr. Grime, who has had extensive knowledge of the editorial as well as the business and advertising side of a newspaper, said that the editorial and advertisement sides of a newspaper both made for circulation. In the most successful advertisements there was news; indeed, in all advertisements there should be news: one did not get very far if one advertised only the name and not what it stood for. There was news in the departmental store advertisements (news of fashions and prices), news of design in modern furniture, news of motor-car prices. The classified columns were excellent news, so were the auction columns, while the news of a house to let flew like the wind. Some day perhaps newspapers would have to refuse advertisements that were without news value.

Mr. Grime in sketching the history of newspaper advertising explained that in the eighteenth century little space was given to advertisements. If anyone had gone to the *Leeds Mercury* at the time it was published in the Rose and Crown yard, and asked to insert a double-column advertisement, he would probably have been fired into the street, or even thrown into the river Aire.

Another important point which was raised by Mr. Grime was that English newspapers in the future would have to help advertisers with material facts about the class of reader in their area, as well as notes on the population, industries, and marketing research facilities much in the



GROWTH

GOOD HOUSEKEEPING

has reason to be proud of the progress it has made in the first four years of its existence.

April	issue,	1922	carried	34	pages	of	advertising
,,	,,	1923	,,	$95\frac{1}{2}$	,,	,,	,,
,,	,,	1924	,,	$90\frac{5}{6}$	,,	,,	,,
,,	,,	1925	,,	$126\frac{5}{6}$	,,	,,	,,
,,	,,	**1926**	carries	**$136\frac{1}{2}$**	,,	,,	,,

We have but one policy, and that is always to give the best we have, to get the best that others can produce, combining the two in a product that is always entertaining, always inspiring, always reliable—from cover to cover.

GOOD HOUSEKEEPING

153, QUEEN VICTORIA STREET, LONDON, E.C.

Advertisement Manager: C. R. FASTNEDGE.

NORTH OF ENGLAND OFFICE: 1, PRINCESS STREET, ALBERT SQUARE, MANCHESTER.

Monomark Address: B.C.M., Housekeeping.

Because

the capacity of the human brain is limited.

Because

a man or an agency can attend to one thing more effectively than two.

Because

Sheldons Ltd. want their clients to have the very best service that it is possible to obtain, and

Because

a well-conceived advertising campaign may embrace both Press and Poster Advertising.

Sheldons Ltd

LEEDS

maintain in one and the same building a

POSTER SERVICE AGENCY

with three generations of practical experience behind it, and a

PRESS SERVICE DEPARTMENT

which is equipped with the most complete market analysis of the Kingdom ever compiled. This market analysis and survey has been prepared by Sheldons Ltd. and is kept always up to date. These two branches work separately, and there is always an experienced man to act as liaison officer, in charge of the whole campaign.

If you want All-round Service see Sheldons about it.

same way as many American newspapers gave to intending advertisers. The speaker hinted that it was likely that the newspapers over which he had business control would shortly be in a position to render that aid.

Mr. Grime had many scathing remarks on the Press agent who on every conceivable occasion bombarded newspaper offices with requests for free puffs. The methods of the free publicity agent had changed materially, for now his approach was extremely subtle, whether it was in the guise of a letter to the editor or a so-called harmless paragraph in a gossip column. In America the newspapers were putting up a hot campaign against this type of man, and we should do the same at this side.

The newspaper of the future would also have to give closer attention to the types used for advertisements. They must be prepared to do better work, and if that meant buying new types then that was an expenditure which is justified. In conclusion Mr. Grime referred to the very large newspapers which are produced in America, and said it was all a matter of organisation, and when we were confronted with the necessity in this country we should be able to put out an evening paper of 32 pages as regularly as was done in America.

I.S.M.A.—Interesting Changes in Form of Meetings

In future an informal dining meeting (business dress) will be held on the third Thursday in each month (except July and August) at the Old Colony Club, at 6 for 6.30 p.m. The speech—which will be upon some phase of selling—will commence at 7.30 p.m., and members and their friends can attend for the speech only without any expense. By this arrangement the dining and non-dining meetings will be combined, and it is hoped that better attendances will thus be secured.

Four formal dinners (evening dress) will also be arranged during the winter months, when it is hoped to secure prominent public men as speakers and when subjects of general interest will be dealt with.

I.S.M.A.—Need for Better Salesmanship Overseas

In the course of his address on "How the Chamber of Commerce Helps the Sales Manager" on March 18, Mr. Stanley Machin, Chairman of the London Chamber of Commerce, made some interesting remarks about our overseas selling problems.

Mr. J. M. Beable was in the chair.

"While we have developed the art of making to a very high standard," said Mr. Machin, "I feel we have not paid sufficient attention to the art of selling. Our system might have been suitable in the days when England, with her long start in the field of manufacture, commanded not only the home market, but the greater portion of the overseas trade; but to-day the position is changed. Other countries were not prepared to leave us the undisputed possession of a manufacturing monopoly. For generations past they have been increasing their knowledge, and in their efforts to overtake our long lead, have endeavoured to go one better than the manufacturers in this country and have made a special study of salesmanship. They are not satisfied merely to manufacture the goods, but by a highly developed system which might be described as "intensive salesmanship" they see they are sold.

"Yesterday it was my duty to preside over a very large gathering of merchants and shippers interested in the Australian market, who are endeavouring to frame some policy which will help them to overcome the many tariff difficulties and other restrictions with which they are at present confronted in this important market. One of the speakers at the meeting told us that there are at least thirty million sterling's worth of business in Australia which could be captured by this home market if we went out to get it and do what other countries are doing, to popularise our goods.

"I asked him, 'what is the special weakness in connection with this market?' He answered in one word, 'salesmanship.'

"The same difficulties are met with on all hands; all countries seem at one in their efforts to develop their home industries; the tariff walls and restrictions are readily adopted to attain this end. It is not for me here to criticise the wisdom or unwisdom of this policy, but it is essential that the sales manager should be fully acquainted with what is going on in this important direction, if he is to have any chance of overcoming the difficulties of the situation."

Manchester—A Problem of Overseas Transport Advertising

"Publicity from the Shipping point of view" was the subject of an address given by Mr. F. A. Derry, Publicity Manager of the Cunard Line, on Tuesday, March 16. Mr. Edward R. Cross presided.

Publicity, said Mr. Derry, was not a recent development of steamship business, it dated back to the sailing of the first Cunarder, the *Britannia*, in 1840; in fact Charles Dickens made reference to one of the Cunard publications in his "American Notes" published in 1842. Booklets played a very important part in shipping publicity, and as far as the Cunard booklets in regard to saloon and first-class business were concerned, they had almost entirely discontinued the use of column work. The single column processes were, to their mind more tasteful and dignified. They also set out in bold type the price of the return fare to U.S.A. and Canada tourist third cabin, including rail, river and lake fares, for there was nothing like marking their wares in plain figures for all to see whether the company were selling apples or steamship passages.

Folders which were quiet, simple and, if they liked, artistic, would more than hold their own. He liked odd sizes in booklets and folders, for in his opinion they were more noticeable and more apt to be kept as a souvenir.

Speaking of their overseas advertising, Mr. Derry said, "this foreign advertising is rather a matter to which I think the Publicity Clubs could very well devote some attention, in so far as it effects customs and other important charges. It does seem a pity that while almost anybody can dump any printed matter they like in this country, we have to pay for the privilege of sending our matter across the seas. For instance, in Poland the duty on imported advertising matter, although liable to fluctuation, is as a rule not far short, I am informed, of the value of the material sent, and here, as of course in most cases, certified statements of the value of the goods must accompany all consignments. To Czecho-Slovakia the duty amounts to 33⅓ per cent. of the value of the goods. At Hamburg, roughly 31s. is charged per thousand pieces; half that amount is what you have to pay in Scandinavia. In Italy booklets cost you approximately about £2 5s. per thousand.

(*Continued on page* 520)

The Daily Telegraph

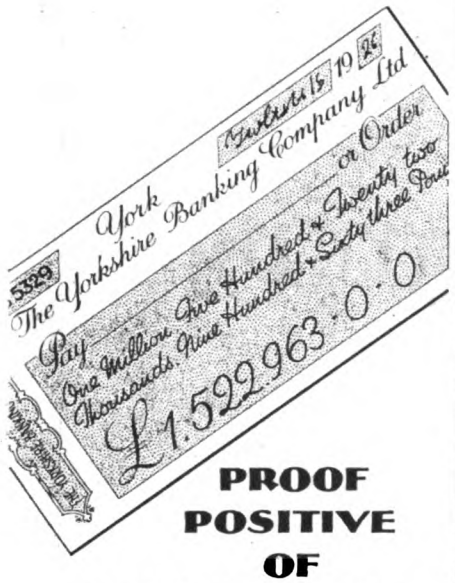
is indispensable in the conduct of a modern progressive business

A prospectus published in "The Daily Telegraph" will secure capital for the formation or extension of your business.

An announcement in the "Situations Vacant" column will secure efficient staff for your office or your factory.

The use of displayed advertisements will sell your products to a wide, discriminating and worthwhile public.

For Advertising Rates, apply
H. G. REEVES, Advertisement Manager,
"THE DAILY TELEGRAPH,"
138, Fleet Street, London, England.



PROOF POSITIVE OF THE WEALTH OF YORK

Industrial centres, it is popularly understood, possess the greatest degree of wealth. That this belief is a fallacy, is proved by the example of York.

This, the Capital City of Yorkshire, with its population of some 100,000 people, contributed £1,522,963 to "Tank Week" a sum that exceeded by nearly £2,000 the amount raised by its nearest rival—Leeds—with a population nearly five times greater than that of York.

Having attained the leading position among papers serving the financially powerful areas of the North and East Ridings of Yorkshire as well as Durham, The YORKSHIRE HERALD is in the premier position to provide its financial advertisers with publicity of real value and effect.

THE YORKSHIRE HERALD

Established 1790.

Head Office: Coney Street, York.
Telephone: - 653 (4 lines).

London Office: (F. H. Wilkinson) 145, Fleet Street, E.C.4
Telephone: - Central 4011.

CLUB NOTES AND NEWS—(Cont.)

I am not quite sure about France, but I have an idea it is anything from 10 to 25 per cent. In the United States the duty is approximately 15 per cent., and when you remember the thousands of booklets and leaflets that are sent from this side by the various transportation companies, the annual revenue from this source must represent a considerable figure.

Birmingham—Debate on "Does the Consumer Pay?"

At a meeting on March 17, a discussion took place on the question, "Does the Consumer Pay for Advertising?" There was a good attendance of members, and the discussion was well sustained, resulting in a vote in the affirmative at the end of the meeting.

The Secretary of the Club, Mr. J. A. Stead, opened the debate, and in the course of his remarks he stated that it must be apparent that any expenditure, of whatever kind, which is included in the cost of the article in any way must be eventually paid for by the consumer.

The upholders of the negative side usually tried to cloud the direct issue by affirming that advertised articles actually sold at a lower price than similar articles unadvertised.

The speaker pointed out that although this might be true in a number of cases it was a fallacy to suggest that the rule was general, and as a matter of fact people were willing to pay a higher price for a well-advertised article owing to the fact that they could rely upon the standard of quality and value, which they could not be certain of in the unadvertised product.

Further, that certain articles of luxury which were produced in comparatively small quantities, and which were all practically made by hand, could not be reduced in price even when they were advertised.

Mr. S. D. Toon, of Toon and Heath, Ltd., presented a forceful but racy speech in the negative of this debate, and contended that while, unfortunately, it was a fact that some of the "come-day-go-day" smaller businesses of the country undoubtedly took a selfish view of salesmanship generally and advertising particularly, and foolishly added on to the cost of their products a reserve to ensure advertising charges, it was equally true that the largest and most successful businesses of the country, who spend their tens of thousands a year on publicity, did not call upon the public to foot that bill.

Mr. Toon's claim was that just as the initial cost for buildings, plant, etc., were a capital charge, so also should the cost of the initial advertising campaign be a capital charge, and thus prove an investment yielding sufficient dividends to enable that fund to increase *pro rata* with production.

He claimed that if, as was stated by the opposition, the consumer paid the cost of advertising, it was surely obvious that it would be a comparatively easy matter for a powerful firm to commence the manufacture of any of the hundred and one commodities which are at present household words in the names of their producers, and to devote the tens of thousands of pounds they were able to save in advertising charges to produce a commodity perceptibly cheaper than that produced by competing firms, thereby enabling them to offer such inducement in lower prices as literally to force the advertised goods off the market.

The open discussion in the main was directed against Mr. Toon, who was nevertheless freely complimented on presenting a particularly strong case.

Cardiff—Mr. Horace Imber on Fraudulent Advertising

The work of the National Vigilance Committee was the subject of Mr. Horace Imber's talk to the luncheon meeting on Tuesday.

Mr. J. Llewellyn Morgan presided, and among those present was the Lord Mayor of Cardiff (Alderman W. B. Francis).

Mr. Imber commented on the very thorough way in which Cardiff was advertised. Thirty years ago Bristol had its great opportunity to dockise the Avon, and in missing that opportunity had presented its chance to Cardiff.

"Untrue advertising is like a boomerang in the hands of an unskilled amateur. It generally misses its mark and comes back to hit the thrower," said Mr. Imber.

The small amount of fraudulent advertising which trickled through the columns of the Press was retarding the progress of advertising to an extent not fully realised as yet. The majority of suspect advertisements were modest enough in appearance and innocent enough in phraseology, but if they were carefully investigated they would be debarred from almost every publication carrying them.

The British National Vigilance Committee, of which he was chairman, distributed all this information and investigated on behalf of advertisement managers any questionable advertising, and these services are not charged for. Until recently the members of the National Vigilance Committee were liable to be served with writs for libel and to be made personally responsible for any statement contained in the bulletins. This was one of the reasons why District 14 of the A.A.C. of W. was renamed "The Advertising Association." Individual members of the National Vigilance Committee were now protected in any law case which might be brought against them.

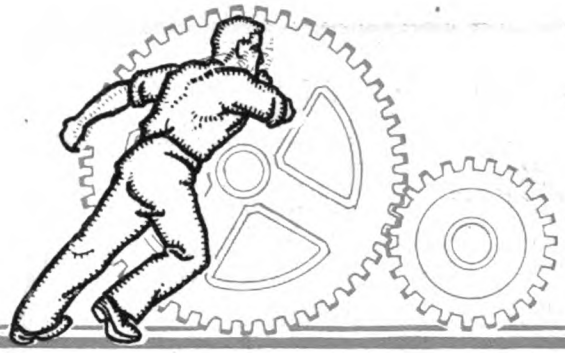
There were two classes of questionable advertising drawn up in a very clever way which newspapers wanted to watch carefully. They were domestic employment agencies and money-making-at-home schemes. Of these the most dangerous was the money-making-at-home series, which came from America, and all emanated from one source. The person responding to the advertisement was asked to pay 4s. for a book which did not cost 4d. to produce, and was told to advertise in turn for more victims to take up the suggestions contained in the booklet.

Nottingham—How Printing can Assist the Small Advertiser

"Make a friend of your printer," was the advice given by Mr. C. E. Evans, of Messrs. Bemrose & Sons, Ltd., at the meeting on Monday.

"If you don't want to spend more than a certain sum tell the printer," said Mr. Evans, "but make it clear that you want something with originality and attractiveness and not merely something to soil paper. But if you want something with the note of quality you must be prepared to foot the bill. There is no difficulty in getting people to appreciate an attractive piece of work.

"The advertisement is the sales messenger. If the advertisement is ordinary the sales will be ordinary."



THE WORLD STRUGGLE FOR TRADE

The remarkable series of articles by its own special investigators appearing day by day in

The Daily Chronicle

has created a most profound sensation amongst the thinking public. It will be followed at an early date by Mr. Henry Ford's series which will be equally outstanding.

Advertisers who book for coming weeks in

The Daily Chronicle

are assured of the maximum reader interest in up-to-date Daily Journalism.

ANDREW MILNE,
Advertisement Manager,
FLEET STREET, E.C.4

Telegrams: "Muniarc," Fleet, London. Telephone: City 9330 (16 lines).

Monday, March 15th.

Bonuk.
Portland Shoes.
Smart's Furnishing.
Castrol Oil.
Dunville's Whisky.
B.D.V. Cigarettes.
Californian Syrup of Figs.
Potter's Asthma Cure.
Victory "V" Lozenges.
Fry's Chocolate.
Allenbury's.
Mab's Fashions.
Virol.
Drage's.
Blue Star Line.
Pearson & Dorman Long.
Kendal Milne.
Affleck & Brown.
Roland & Rivkin.
Milk of Magnesia.
Lewis.

Tuesday, March 16th.

Eno's Fruit Salts.
Barkers.
Sloan's Liniment.
De Witt's Kidney Pills.
Hennessy.
British Gas Association.
Sunbeam Cars.
Triumph Motor Cycles.
Renault Motors.
Castrol.
Talbot Motor Cars.
Wolseley.
Buick.
Colegate's.
Grips First Aid Pastilles.
P. & O. Liners.
Lux.
Austin Reed.
Gallaher's.
Toffee Rex.
Dr. Cassell's Tablets.
Cuticura.
Galloway's Cough Cure.
Wonderful London.
H.P. Sauce.
Bovril.
Elliman's.
Sarony.
Granola.
Vinolia Shaving Stick.
Wrigley's Spearmint.
Nestlé's.
Sanitas.
Fels Naptha.
Westminster Cigarettes.
Cherry Blossom Boot Polish.
Bisto.
Genasprin.
Carr's Biscuits.
Cobra Floor Polish.
O-Cedar Mop.
Gossard Corsets.
Acousticons.
Waverley Cigarettes.
Dr. Thompson's Throat Pastilles.
Halifax Permanent Building Society.
Pearson & Dorman Long.
Blue Star Line.
Bengal Carpets.
Toffee Rex.
Superfluous Hair.
Benson's Toffee.
High Card Tobacco.
Woodrow Hats.

Wednesday, March 17th.

Vim (*Full Page*).
Virol & Milk.
Joyes' Fluid.
HaHa' Wine.
Spinet.
Victory "V" Loz.
Palmolive.
Kolynos.
Flemming Reid & Co.
Kensitas.
Fry's.
Pinkobolic Soap.
Rito.
L.N.E.R.
Tan-Sad.
Sargol.
D. & S. Cocoa.
Worthington.
Westminster Bank Ltd.
Danderine.
Doctor's Ceylon Tea.
Snowfire.
Virus Rat Killer.
Icilma Cream.
Vi-Spring Mattresses.
Crawford's Biscuits.
Cuticura.
Craven "A."
Thermogene.

Thursday, March 18th.

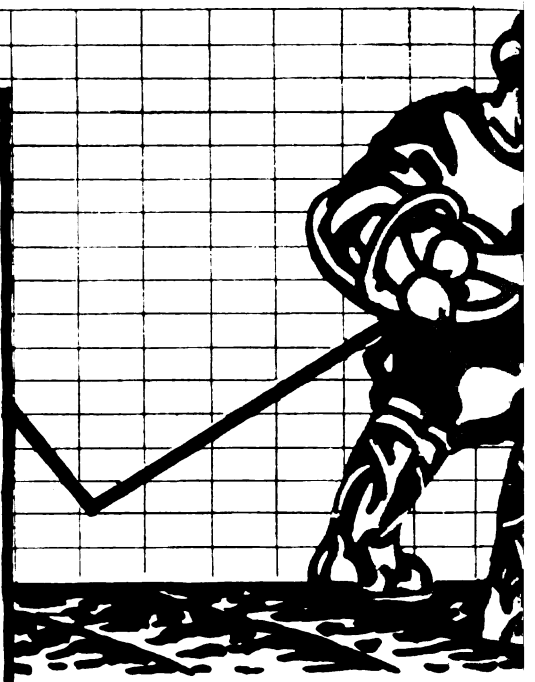
Abdulla.
Westclox.
Rinso.
Buy British Goods.
P. & O. Travel Bureau.
Shavallo.
Cleartron Valves.
Veno's Cough Cure.
Woodhouse's Furniture.
Radox Bath Salts.
Diploma Cheese.
Wills' Tobacco.
Formamint.
Scott's Emulsion.
Cobra Floor Polish.
Forban's.
Staple's Mattresses.
Heinz Tomato Sauce.
Van Heusen Collars.
Wm. Younger's Scotch Ale.
Carter's Little Liver Pills.
Hovis Bread.
Roneo.
Doan's Kidney Pills.
H.P. Sauce.
Westminster Cigarettes.
Nu-Old Pipes.
Jecomalt Cod Liver Oil.
Enervin Tonic Wine.
Cuticura.
Dr. Williams' Pink Pills.
Grape Nuts.
Brown & Polson's Corn Flower.
Player's Cigarettes.
Quaker Oats.
Calvert's Tooth Powder.
Bird's Egg Substitute.
Tiz.
Wincarnis.
Chivers' Jellies.
Stephenson's Furniture Cream.
Andrews Liver Salts.
Chivers' Carpet Soap.
Royal Society Cigarettes
Phillip's Argenta Lamps.
Vine Products.
Harvo Malted Food.

Friday, March 19th.

Goodyear Tyres (*Whole Page*).
Waverley Cigarettes.
Brand's Radio Products.
Pepsodent.
Drummer Dyes.
Erasmic Shaving Soap.
Germolene.
Sunbeam Cars.
Castrol Oil.
Humber.
Pan Yan Pickles.
Phillips Empire Tobacco.
Toblerone Toffee.
Hudson's Soap.
Shell Motor Oil.
Sal Hepatica Liver Salts.
Talbot Motors.
Evan Williams' Shampoo.
Phosferine.
Savings Certificates.
Hippo Roofing Felt.
Musterole.
Croid Liquid Glues.
Ferodo Safety Treads.
Old Castle Tobacco.
Eversharp.
Bulloch Lade Whisky.
Bass.
Spalding Tennis Balls.
Rowntree's Pastilles.
L.N.E.R.
Cloister Cigarettes.
Hall's Distemper.
Angier's Emulsion.
Waverley Book Co.
Turf Cigarettes.
Foster Clark's Custard.
Bisto.
Tunisian Hair Dye.
Crawford Ginger Nuts.
Victory "V" Lozenges.
Amami.
Bourneville Cocoa.
Bulmer's Cider.
Mannikin Cigars.
Carr's Biscuits.
Waterman's Pen.
Fels Naptha.
Skoda Works.
Eavestaff Pianos.
Lewis's (*Whole Page*).
Preservation of Paint & Varnish Soc.
Harvo Malted Food.
Benson's Peppermints.
Taylor's Hat Dyes.
Lewis's Beauty Bureau.
Bath & Co.

Saturday, March 20th.

Bovril (*Whole Page*).
T.P.'s & Cassell's Weekly.
H.P. Sauce.
Fox's Glacier Mints.
D. & S. Cocoa.
L.M.S.
Sporting World.
L.N.E.R.
Scarborough.
Penzance.
Compo Washer.
Mansion Polish.
Cadbury's.
Cheshire Lines.
Smith Bros., Southend.



A REC

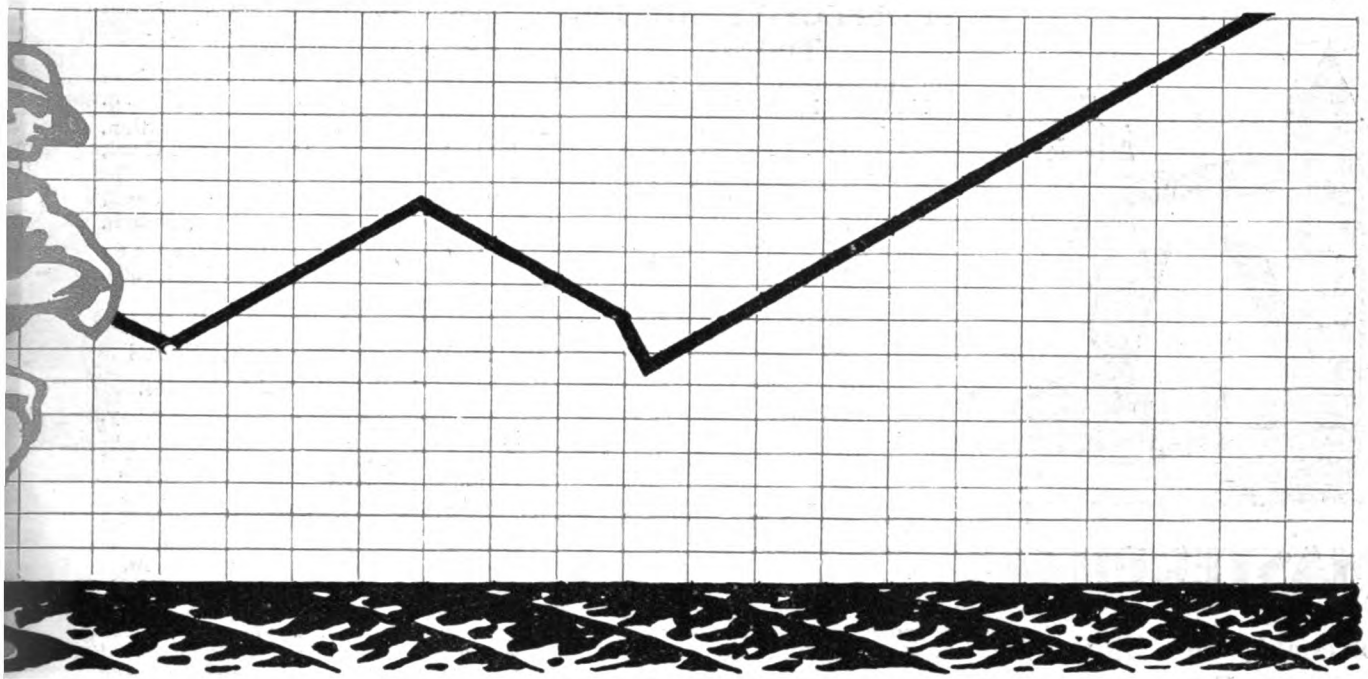
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TALLIS HOUSE,



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The Daily Dispatch and the Evening Chronicle—"The Sowers"—cover a fertile field and bring to the advertiser a rich and plenteous harvest. That is why National advertising steadily and surely increases in volume, why the same advertisers use "The Sowers" continuously season after season.

DISPATCH

'ational Newspaper outside London

STOP PRESS

re Daily Dispatch

On March 23rd the Daily Dispatch carried 57 columns of Advertising—practically all NATIONAL. A new record!

S ST., LONDON, E.C.4 & WITHY GROVE, MANCHESTER

DAILY DISPATCH & EVENING CHRONICLE "THE SOWERS"



A MASTERPIECE

To enable the illustration to pull its weight, the block used must be a veritable masterpiece of accuracy. For it is upon the quality of the block that depends the prominence of the illustration among its fellows, and its power to hold attention.

To ensure blocks of the highest quality that faithfully portray your originals go to

GEE & WATSON
111 SHOE LANE EC4.

'Phones: { Central 1804. City 5971.

"Blocks That Tell
ARE THE
Blocks That Sell"

PROSPECTIVE ADVERTISING

Some Registered Trade Marks and Names selected from various sources suggested as Potential Advertisers

Petrogloss.—Gloss paint. John Line and Sons, Ltd., 214, Tottenham Court Road, W. 1.

Rubrox.—Varnishes and enamels. Llewellyn Ryland, Ltd., 24, Haden Street, Balsall Heath, Birmingham.

Tectal.—Wood preservatives. Mond Tar By-Products Syndicate, Ltd., 47, Victoria Street, S.W. 1.

Axis.—Paints and varnishes. Champion, Druce and Co., 35, Southgate Road, Islington, N. 1.

Turlino.—Veterinary oil. Laws Bros., Church Road, Low Fell, Co. Durham.

Humazone.—Manures and fertilisers. Walmsley and Barlow, Willow Mill, Hanover Street, Bolton.

C.V.—Electric sweeping machines and vacuum cleaners. Clyde Valley Electrical Power Co., 53, Bothwell Street, Glasgow.

Tefag.—Telephone apparatus. Shipton and Co., Ltd., 37, Tothill Street, Westminster, S.W. 1.

Nymphone.—Portable gramophones. Alfred T. Patten, 15, Godliman Street, E.C. 4.

Lesmah.—Musical instruments. A. Oppenheimer and Co., 38, Finsbury Square, E.C. 2.

Melforte.— Pianos. Drage's, Ltd., 231, High Holborn, W.C. 1.

Belco.— Electric Lamps. Bell's (Leeds), Ltd., 5, Upperhead Row, Leeds.

Peter the Heater.— An electrical appliance. L. G. Hawkins and Co., Ltd., 30, Drury Lane, W.C. 2.

Elita.—Bracelets and bangles. Elite Bracelet Manufacturing Co., Ltd., 40, Upper Gough Street, Birmingham.

Everseal. — Roofing cement. Everseal Products, Ltd., Newton Works, Goldsmith Street, W.C. 2.

Joy.—Cycles. Unique and Unity Cycle Co., Ltd., St. Stephen Street, Birmingham.

Comet.—Bicycles and tricycles. James Cycle Co., Ltd., James Cycle Works, Gough Road, Greet, Birmingham.

Bull Dog.—Machine belting. Barrow, Hepburn and Gale, Ltd., 47, Weston Street, Bermondsey, S.E. 1.

St. Trid's.—Knitted goods. J. W. Stevenson, 53, Leicester Road, Shepshed, Loughborough.

Gramac.—Hats. Grant and Mackinnon, 146, Argyle Street, Glasgow.

Trafalgar.—Hosiery. Trafalgar Hosiery, Ltd., 149, Regent Street, W. 1.

Korcet.—Boots and shoes. John Branch, Ltd., 52, Henry Street, Northampton.

Twistex.—Knitted clothing. J. B. Lewis and Sons, Ltd., Haydn Road, Nottingham.

Three Fiddlers.—Articles of clothing. Crowther Bros., Ltd., 99, High Street, Colchester.

Amies Mattress.—Spring mattresses. Amies Mattress Co., Ltd., 296, Regent Street, W. 1.

Derflex.—Mattresses. Fletcher and Derham, 31A, Spring Street, Woolwich, S.E. 18.

Life-Rays.—Concentrated Food. J. Jacobson, 27, St. James' Street, Weston-super-Mare.

Medikoes.— Confectionery. Maynards, Ltd., Vale Road, Finsbury Park, N. 1.

Glutenia.—Diabetic bread. Harry Cook, 8, Orange Street, Canterbury.

Bovicon and Bovitea.—Concentrated soup. Standard Food Co., 26, Park Street, West Dulwich, S.E. 21.

Foxtrot.—Confectionery. Max Hilbert, 57, Vine Street, Minories, E.C. 3.

Opus 6.—Hair-dressing preparation. Alfred Dunhill, 186, Campden Hill Road, W. 8.

Rodeo.—Polishes. McMaster, Hodgson and Co., Ltd., 121, Capel Street, Dublin.

Firefly.—Roofing felts. Turner Brothers Asbestos Co., Ltd., Clod Mills, Rochdale.

NEWS FROM OVERSEAS

Bombay Corporation Advertising

The Municipal Commissioner, Bombay, in a letter to the Standing Committee of the Municipal Corporation on the subject of municipal advertisements, says: "I am of the opinion that Municipal Advertisements should be inserted in the *Times of India* though its rates are double those quoted by the *Indian Daily Mail* and more than double those quoted by the *Bombay Chronicle*. Taking all things into consideration, I am disposed to recommend that an arrangement should be entered into for one year with the *Times of India* and the *Bombay Chronicle* (English), the *Nava-Kal* (Marathi), and the *Akhbar-i-Islam* (Gujarati).

Advertising Methods in South Africa

A Bill which was introduced by a private member in the South African Parliament — the Unlawful Trading Schemes Bill—has been successfully opposed by several organisations, including the Publicity Club of South Africa. An address was presented to the Minister of Justice by them last week. One extract from the address reads: "One of the methods adopted was, in addition to giving very good value for the money spent, to offer some prize or reward, *i.e.*, present or gift—with a view to popularising the article in the minds of the public. Mr. Alexander's Bill will have the effect of making it impossible for anyone in South Africa to continue this method of advertising and publicity in connection with the sale or purchase of goods, and in this regard South African industries will be very severely handicapped against the importer of foreign goods."

Advertising Linen in U.S.A.

Replying to a question by Mr. Joseph Devlin in the Ulster House of Commons, the Minister of Commerce (Rt. Hon. J. Milne Barbour) said the conditions attaching to the payment of the Ulster Government's contribution towards the scheme for advertising Northern Irish and Scottish damask linen in the United States had been accepted by the trade committee responsible for the organisation of the scheme. Preparations for the initiation of the campaign were being made by a committee of representatives of Irish firms in New York.

B.I.F. Next Year

The Department of Overseas Trade states that in view of the success achieved by the British Industries Fair, held last month in London and Birmingham, it has been definitely decided to hold the fair again next year, at approximately the same time. The Government grant for publicity purposes overseas and at home undoubtedly contributed to the satisfactory results of the recent fair, and the President of the Board of Trade has announced the Government's intention to make a similar grant next year.

Anything you write will be read by millions!

"'This woman,' he was saying to himself, 'is a heaven-born journalist ! ! ! What is there she could not tell us about Crime, Queens, Cabinets, Clothes, and the Lower Secrets of the Upper Classes?' He was in complete disagreement with the critics who thought my Autobiography vulgar—frivolous—and indiscreet."

The Countess of Oxford and Asquith's new and unpublished work is appearing exclusively in Nash's Magazine

These articles, which will appear until the end of the year, mean a huge extra sale and enhance the pulling power of Nash's for its advertisers.

The JUNE number goes to press on Thursday, APRIL 15th. Book your space NOW!

The Advt. Manager, Burton A. Ling, "Nash's Magazine," 153, Queen Victoria St., E.C.4

NORTHERN ADVT. OFFICES. 1, Princess's Street, Albert Square, MANCHESTER.

The Evening Bulletin—Philadelphia

welcomes British Manufacture

22nd Annual Convention of the Associat



Aero Service Corp. of Philadelphia

THE HEART OF PHILADELPHIA

The photograph shows the centre of Philadelphia and the many skyscrapers that house its business and professional firms. The large tower in the centre is the City Hall and around it radiate the retail and commercial activities of the Third Largest City in America.

Finding New Markets for British Made Goods.

A good start to getting increased outlets for British Made goods is to advertise them over-seas in communities that are most receptive.

Philadelphia, the third largest market in America, is, perhaps, the best city in which to begin an advertising campaign for any English article.

Most of its 2,000,000 population is of English descent, in fact the city was founded and laid out by a great Englishman, William Penn, who called it "the City of Brotherly Love."

Nearly 8,000,000 people live within an 80-mile radius of Philadelphia of which it is the trading centre, influencing the other great American markets to the South and West.

British steamers make regular sailings to and from the Port of Philadelphia, and it is possible for the British merchant to ship his goods here without transfer enroute.

"In Philadelphia nearly everybody reads The Bulletin"

Convention Headquarters are in the Bulletin Buildings, and British Delegates are invited to make this newspaper their Headquarters. The staff of the Bulletin's advertising department will gladly give British delegates first-hand information regarding the Philadelphia market.

oremost Newspaper
nd Advertisers to attend the
dvertising Clubs of the World at Philadelphia



Aero Service Corp. of Philadelphia **WHERE THE A. A. C. W. CONVENTION WILL BE HELD.**

In the lower left foreground may be found the group of buildings of the University of Pennsylvania where the proceedings will take place. Franklin Field, the vast stadium shown in the centre seats 80,000 persons. In the upper left is the business portion of Philadelphia, and across the top is the Delaware River and the city of Camden.

The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper, and is one of the largest in the United States.

524,662

copies a day.

Fresh Ideas and Viewpoints at Philadelphia.

The Convention of the Associated Advertising Clubs of the World is to be held at Philadelphia, June 19 to 24, 1926, and offers an excellent opportunity to the British business man to visit America and mingle with the keenest minds who will there assemble to discuss and formulate plans for business expansion.

Delegates from all the world, as well as from all sections of the United States and Canada will give and get new ideas, fresh viewpoints, valuable plans and suggestions for utilising advertising in creating, holding and serving world markets.

The deliberations of the Convention will be held in the buildings of the University of Pennsylvania, while the 8,000 manufacturing plants and 55,000 wholesale and retail business establishments of Philadelphia will also provide ample opportunity for the studying of American business places and methods.

"In Philadelphia nearly everybody reads The Bulletin"

The Outlook

. . "The paper that's *filed* away—NOT thrown away.',

BRITISH EMPIRE SUPPLEMENT

May 22nd 80 pages

FIRST PRINTING ORDER

30,000

Advertisement Rate as usual—only £12 per page

Authentic Articles
Authoritative Writers
Advertisers' Opportunity
Advance Booking Essential

Advertisement Manager,
L. INDER HEWITT,
69, Fleet Street, London, E.C.4
PHONE : CENTRAL 3173.

Publicity Pays



And the cheapest medium is Gummed Tape. Used instead of str ng, it not only saves time and money, but makes every parcel a live advertisement. May we send you further particulars, or a machine on trial ?

There is no obligation.

JOHN GOSHERON & Co
1-3 GOLDEN LANE, EC.1



THEY ALL LOVE A GOOD YARN

My novel "house organ" scheme gives you a human and economical way to sell your goods. Write me for details.

A. E. MAY, Heybridge, Maldon, Essex.

THE
REVIEW of REVIEWS
IS YOUR MEDIUM FOR REACHING THE CULTURED CLASSES.

SPECIAL DISCOUNT FOR SERIES

Publication Notes and News

"Sporting and Dramatic" Record

The *Illustrated Sporting and Dramatic News* for March 20 is a special Grand National number. It is also a record publication, being the largest number yet produced. There are 67 pages of advertising, and the many pages in colour are excellently produced.

Souvenir of Catholic Conference

In connection with the National Catholic Congress, which will be held in Manchester in September, the *Manchester Catholic Herald* are publishing a special 24-page art paper souvenir.

Empire Supplement

On March 22, the *Morning Post* issued an Empire Supplement of 40 pp. It contained articles on the personality of the King, Empire Unity and Foreign Policy, Youth and the Empire, Men and the Empire, and so on. The supplement was well supported by Empire advertisers.

An Advertising "Brief"

The *Outlook* have distributed in advertising circles a very clever and dignified piece of publicity in the form of a "brief." It is printed and written in the manner of a legal document, and is headed "In the Court of Public Opinion of the British Empire—between Advertisers and the British Public—brief to counsel to appear on behalf of advertisers." The document sets forth some of the leading facts concerning the circulation and appeal of The *Outlook*.

United Newspapers' Dividend

Net profits of United Newspapers (1918), Ltd., for 1925, amounted to £142,774. A final dividend of 7½ per cent. has been declared on the Ordinary shares, making 12½ per cent. for the year. Reserve receives £40,000, which is the amount of debenture stock redeemed, and £122,992 is carried forward against £105,398.

Daily Chronicle Figures

Mr. Horace Imber, Advertisement Director of the *Daily Chronicle*, asks the WEEKLY to point out that in the "Volume of Advertising Analysis" appearing in the March *Advertising World*, the *Daily Chronicle* was shown through a clerical error as carrying 212½ columns of "Display" and 753 columns of "Classified." These figures were actually reversed. The volume of display advertising carried by the *Daily Chronicle* during the month of January was 753 columns and that of classified 212½ columns.

Colour Front-page for "Local"

The *Citizen*, a weekly journal for Letchworth and district, on March 19 had a two-colour front page in the form of a wireless advertisement. The paper was well produced and supported by a large number of advertisers. It is an excellent production for a town of 13,000 population.

Whole-Page Appeal

The *Daily Telegraph*, on March 24, contained a full-page advertisement inserted by the British Flint Glass Manufacturers' Association and its associates. It was in the form of an appeal for relief for the industry against unfair foreign competition, and was addressed to the Premier, to the Government and to the Man in the Street. It told, very concisely, the story of the trade's decline during the last few years.

New Wireless Journal

The Wireless League, founded by the *Daily Express*, will launch this week a journal devoted to the interests of listeners. It is called "The Listener," and will incorporate the *Wireless World*. The new journal will give hints for making a home set, explain how broadcasting is managed, and give ways and means by which the best results can be obtained.

Increased Sales

The *Essex County Standard* reports an increase of 2,000 in its circulation since December last, which is attributed to the installation of new machinery and the use of advertising films at the local cinemas. On March 20, the paper contained a composite page, one full page advertisement and many smaller spaces all devoted to motor cars and motor cycles.

New Address

The new London offices of *Smith's Weekly* (Australia) are at 36, Regent House, Regent Street, W. Communications to the *Daily Guardian* should also be sent to this address.

Spring Fashions Page

The *Nottingham Guardian* for March 24 contained a special composite page on spring fashions. Local advertisers were well represented, and both men's and women's fashions were described in the article.

New "Daily News" and "Star" Offices

On Thursday last, the stone-laying ceremony of the new *Daily News* and *Star* offices was held in Bouverie Street. The new building is situated at the corner of Bouverie Street and Tudor Street. Some prominent newspaper men were present at the ceremony, including the Earl of Oxford and Asquith, Mr. T. P. O'Connor, Lord Riddell, Mr. Edward Cadbury, J.P., Mr. Ernest Parke, J.P., Mr. Henry T. Cadbury and Mr. H. Simonis.

Shredded Wheat Spread

The *Daily Telegraph*, on March 15, contained a two-page spread for the Shredded Wheat Co., Ltd. Articles on the new factory at Welwyn Garden City, which were illustrated by photographs of the buildings, were surrounded by advertisements by some fifteen of the contractors.

"Passing of the Old Exchange"

Under this heading the *Nottingham Guardian* on March 20 published two composite pages. The editorial reviewed the history of Nottingham's Exchange, and the advertisements for the most part were devoted to the announcements of firms who have been forced to change their addresses owing to the demolition of the building.

Composite Home Pages

The *Windsor, Eton and Slough Express* for March 19 contains two composite pages on "Your Home," in which the editorial and advertisements deal with furnishing, lighting, decoration, etc. The issue contains 69 columns of advertisements, which establishes a new record for this quarter of the year.

Spring Fashions Supplement

On March 20, the *Rossendale Free Press*, Rawtenstall, published a 12-page Spring Fashion Supplement. Appropriate articles were well presented and local advertisers, large and small, supported the issue, which is the first of its kind ever published in connection with this paper.

LIVERPOOL ECHO.

IT has been evident for some time past that the "LIVERPOOL ECHO" has been steadily approaching saturation point, and since March 3rd there has been a continuous run of 12 page 9 col. papers with every available inch of advertising space monopolised. This state of things continues up till Easter, the present week's issues having been entirely booked on the 20th.

In an endeavour to give everyone an equal chance, it has, on occasion, been found necessary to reduce the standard maximum of four columns on Fridays to three columns, and also as from March 1st last to increase the display rate of 25/- to 30/- per single column inch for all advertisements of three columns or over (excepting whole and half pages), in all issues.

As is well known, the "ECHO" has only the two rates named for all display advertising.

Liverpool Office	-	**VICTORIA STREET**
London Office	-	**132-4, FLEET STREET, E.C.4**
New York Office	-	**420, WEST 121st STREET**

4,500,000

Members of the Co-operative Movement have for their Official Organ

THE

CO-OPERATIVE NEWS

Advertisers not only buy space in this publication at the extremely low rate of 1½d. per inch per thousand—they win the appreciation of its readers for the support they are giving.

Advertise in the Co-operative News and secure the co-operation of its readers in buying your goods.

Specimen copy and rate card from

THE

CO-OPERATIVE NEWS

The "Co-operative News," Long Millgate, MANCHESTER.

'Phone: City 2769

or

G. Jackson, 145, Fleet St., LONDON, E.C. 4

'Phone: Central 4011.

Current Advertising

Notes of New Business Going Out—New Advertising Now Appearing in the Press and on the Hoardings

C. W. Hobson has been placing renewal instructions for Robin Starch.

Osborne-Peacock Co., Ltd., have commenced a new appropriation for Trusonain.

Publicity, Ltd., have been placing business in gardening publications for Rito.

Alfred Pemberton, Ltd., are increasing advertising for Galton Institute of Mind Training.

Field's Service, Ltd., are handling for Vitalogy Association and Havilland Eyesight Institute.

T. B. Browne, Ltd., have been giving out new instructions for Bird's Spongie and Custards, Hugon's Atora and Mackintosh's Toffee.

C. Vernon & Sons, Ltd., have business in hand for Hood Crepe Rubber Tennis Shoes and have renewed for Oatine and Doctor's Tea.

Sell's, Ltd., are handling appropriations for Reckitt's Zebo Grate Polish and Silvo, and have been booking space for Lipton's.

Meerloo Publicity Service, Ltd., have resumed placing for Naylor's Fastain.

Greenly's, Ltd., have season advertising in hand for Ensign Cameras and Films.

Curtis Agency, Ltd., are again booking space for Vocalion Records.

Erwin, Wasey & Co., Ltd., have recommenced giving out for Dr. Page-Barker's Scurf Lotion and have large spaces appearing for Goodyear Tyres and, in provinces, for Armour's Veri-best Corned Beef.

Samson Clark & Co., Ltd., have made a beginning with the new appropriation for Amalgamated Photographic Manufacturers, and are handling a scheme for Hoyle's Hercules Textiles.

Crossley & Co., Ltd., have been placing for Shell Motor Oil in provincial newspapers.

G. Street & Co., Ltd. (Gracechurch Street) have increased newspaper space for Martell's Brandy, and have new advertising appearing for Burgoyne's Empire Wines.

London Press Exchange, Ltd., are handling new advertising for Staples Mattresses and Bedsteads, Swift, Singer and Lea Francis Motor Cars.

Dorland Agency is placing new business for Wakefield's Castrol and a national campaign for Valor Perfection Oil Cookers.

Charterhouse Advertising Service are handling the advertising of Overbeck's Rejuvenator.

Sidney Reeve, Sons and Co., Ltd., have been appointed service agents to Agfa, Ltd.

E. H. Jackson and Co., are handling an appropriation for Spalding Tennis Balls.

G. Street and Co., Ltd. (Serle Street.) have recommenced giving out for Neave's Food and have been booking space for Sir John Bennett, Ltd. (watches and jewellery).

J. H. Goring has in hand a scheme for the advertising of Beatese Chairs and Settees.

S. H. Benson, Ltd., are again placing business for Henley's Cider.

Griffiths and Millington, Ltd., have in hand an appropriation for Korff's Dutch Milk Chocolate.

Barker, Drabble and Co., have schemes in hand for "Ner-Sag" Mattress Support and are placing with daily papers for the Witney Blanket Co., Ltd., Fitzpatrick's Cycles, Walton's Wood Buildings, Ludlow's Casement Curtains and Carr and Westley, Ltd.

S. H. Benson, Ltd., have been booking space for Bovril, K Shoes and for Kalamazoo Loose-leaf Books.

Regent Service, Ltd., have increased newspaper advertising for "B.P."

Pratt & Co., Ltd., are again booking large spaces for Shredded Wheat.

T. C. Bench, Ltd., have been giving out for Edward's Harlene and Juno-Floris, and have commenced a scheme for British School of Song Writing.

Godbolds, Ltd., have extended newspaper advertising for Standard Motor Cars.

Barker, Drabble & Co. have been booking space for Cash's Wash Ribbons and taking up new media for Carr & Wesley.

G. Street & Co., Ltd. (Serle Street), have business appearing for the Ronuk Floor Brush.

Hazell Advertising Service is again handling a scheme for Belprex Hosiery and Underwear.

Smedley Service (Stoke-on-Trent) are handling the Shelley Fine China campaign, and will shortly be placing business for autumn and Christmas.

Wildbore, Son & Hart are handling a suburban newspaper campaign for the Property Owners' Protection Association, Ltd.

Paul E. Derrick Advertising Agency have just completed placing of the half-year's campaign for Messrs. John Walker & Sons, Ltd., in the illustrated weeklies and a wide list of general media, and have also renewed seaside and national bill-posting campaigns and the Underground Railways scheme, for the same clients.

The Heritage Peters Advertising Service, Ltd. (Coventry), have recently placed large space orders for Alvis and Rover Cars, and have commenced a new campaign for Bluemel Cycle Accessories. They also have new business in hand for Wm. Turner & Bro., Ltd. (Kismet-Duplex Motor Pump) and the Bergius Co., Ltd. (Kelvin-Sleeve Marine Engines).

Westminster Advertising Service, Ltd., are now placing a campaign for Mason's O.K. Sauce.

Lawson E. Trout Agency (Birmingham) are placing in trade papers for Nela et Cie, and for Conduct & Thompson in the dailies.

The Committee which has been considering the development of Tyneside has voted a sum of £250 for a publicity campaign.

Buying within the Empire

Well-known names are associated with the movement to buy Empire goods, for which headquarters have just been taken in Golden Square, W. Trade is represented on the Council by Mr. Stanley Machin, Chairman of the Associated Chambers of Commerce, while among distinguished Imperialists are Admiral Earl Jellicoe, the Earl of Denbigh, Viscount Willingdon, Field-Marshal Sir William Birdwood, Lt.-Gen. Sir Edward Bethune and Dame Nellie Melba. The Self-Supporting Empire League has issued for the information of the public a list of foodstuffs and household commodities showing the various parts of the Empire from which they are supplied.

SOME ITEMS ABOUT THE CONVENTIONS

Rotary's Welcome

As President of the Blackpool Rotary Club I am delighted to extend a cordial welcome to the Advertisers' Convention to our town, feeling confident that you will have a pleasant time during your brief visit.

May the unrivalled sea air of Blackpool give you health and strength, and the Conference proceedings endow you with inspiration to carry on the important work which you have at heart.

W. S. ASHTON,
President, Rotary Club of Blackpool.

LONDON'S ENTHUSIASM

The weekly "On to Blackpool" luncheon of the Publicity Club of London at the Coventry Restaurant last week was addressed by Mr. J. Vincent, of Manchester, and Mr. Foster, the publicity manager of Blackpool.

Fifty members of the Club have already enrolled as delegates for Blackpool, and the Club has increased its hotel booking to one hundred rooms.

FARES TO BLACKPOOL

The L.M.S. Railway have arranged that return tickets to Blackpool, at a single fare and one-third, will be issued to delegates attending the advertising convention. These cheap tickets will be issued on presentation at the booking office of a voucher which may be obtained from the Convention secretary.

VISA ARRANGEMENTS FOR PHILADELPHIA

In order to relieve any apprehension which may be felt over the question of entrance into the United States of temporary visitors, the Associated Advertising Clubs of the World, New York, through its Washington office, has made an investigation to establish the status of delegates from outside of the United States to the International Advertising Convention to be held at Philadelphia, June 19–24.

According to the United States Department of State and the Department of Labour, temporary visitors, such as delegates to the Philadelphia Convention, will have no difficulty in obtaining entrance, so long as proper care is taken to present to the consul who grants the visa appropriate evidence of the purpose of the visit. It is suggested that each delegate obtain from the secretary or president of his advertising club a written endorsement which can be presented to the consul when applying for a visa. Secretaries and presidents of advertising clubs are also authorised to state in their letters to consuls that the Associated Advertising Clubs of the World, New York, will assume responsibility to the Department of Labour for bona fide delegates to the Philadelphia Convention.

Selling Furnishing Service.

J. Cook & Sons, Ltd., of Birmingham, who are known to be associated with Smart Bros., are issuing 3-column advertisements in which the benefits of the "furnishing service" are admirably explained.

An Appreciation of our TYPESETTING *Service*

The following letter has been received by us from The :: Aldwych Advertising Co., Ltd.

"In the course of a long association with printers, the writer has never yet been more agreeably surprised than he was with the way in which you handled those recent rush settings.

As you will recollect, we were working all night on the job, and but for your wonderful co-operation and intelligent handling of the crudest instructions should not have been able to keep our end up and deliver to time.

May the good work continue—as we shall with you."

C. & E. LAYTON
Typesetters and Stereotypers
FARRINGDON ST · E·C·4
TELEPHONE CENTRAL 4752

To Established Reputable Agencies.

I have for years had the happy knack of opening and developing Advertising Accounts. During the past two years, I have been doing business in a small way with certain Advertisers, some of whom are nearly ready to enlarge their operations.

I am in a position to introduce, say, six good small accounts, some of which can be rapidly developed with right handling. I have also been doing propaganda work for twelve months on some hundreds of other advertisers and prospects, and am certain of securing some of these accounts, when I devote the necessary time to that special work. I want to connect, on equitable terms, with an established Agency that is able to prepare copy according to instructions, and to place advertising expeditiously. I want to devote the whole of my time to clients and development work, leaving the Agency to handle all copy and detail work. The Agency must be able to prove that its financial position is substantial and credit good. Advertiser can transfer business AT ONCE, if everything is satisfactorily agreed, and wishes to enter into an arrangement forthwith. State convenient time to discuss the matter. Principals only.
—"PRINCIPLE," c/o ADVERTISER'S WEEKLY, 66, Shoe Lane, London, E.C.4.

To Publishers
who want more advt. revenue.
An Advertising Agency that has a couple of live and successful Space Sellers on its staff is interested in the sole representation in the London field of a good and progressive news or trade paper. Address: Box 131, "Advertiser's Weekly."

YOUNG ASSISTANT WANTED
in Advertising and Printing Dept. of Manufacturer in S.W. District. Typing essential. Knowledge of the Printing Office Routine an asset. Write, stating experience and salary required, to—
Box H, 81, Gordon House, Farringdon St., London, E.C.

LIVE Men and Women connected with ADVERTISING should undoubtedly join the
Publicity Club of London
President: The Right Hon. The Lord Mayor of London
Subscription: One Guinea per annum
Full particulars on application to the Hon. Secretary: The Publicity Club of London, 112, New Oxford Street, W.C.1. 'Phone: Museum 9583.
Specimen copy of the Club's Quarterly, "PUBLICITY," 2/6 post free.

Three-Colour Printing
SPECIALIST Five Highest Awards
A. CHRIS. FOWLER
6, New Union St., Moorfields, E.C.2

The WELCOME to LANCASHIRE

Messages from Prominent Advertising Men

From Sir Max Muspratt, President of the F.B.I.

I have read with much interest of the proposed British Advertising Convention.

The developments of advertising are very remarkable and require expert study, and a Convention such as took place last year, and is to be repeated this year, must do much to advance the scientific and practical study of the subject, to the obvious advantage of Industry and Commerce.

I wish the Convention all success.

MAX MUSPRATT.

From the Mayor of Salford

It is my sincere wish that the Second British Advertising Convention, the theme of which is "Sell British Goods," will meet with every success, and that the delegates to the Convention will derive material benefit from their participation in the proceedings on that important occasion.

Everyone knows that as a result of the difficult times through which we have passed, and are still experiencing, our trade conditions badly require a stimulant. There is no indication of a marked improvement in unemployment, but I am hopeful that we shall soon be "over the border" and return to more normal times. I am a keen advocate of keeping our trade as far as possible within the Empire. We are big purchasers, and I readily realise we cannot buy the whole of our requirements from the Dominions and and Colonies, but I certainly think that the bulk of our import trade should be given to the countries of the Empire. This would defeat to a great extent the present tendency to sell goods manufactured in foreign countries.

The Advertising Conventions are doing a great work in encouraging the industry and commerce of Great Britain, and I am confident that if everyone will endeavour wholeheartedly to carry into effect the objects of the British Advertising Convention, the prosperity of the country, and more especially the county of Lancaster, is assured. Lancashire has been the pioneer of many schemes for the betterment of trade, and will, I am sure, be in the forefront in the encouragement of the spirit of Wembley at the British Advertising Convention.

In conclusion, I should like to extend cordial greetings on behalf of the Ancient and Royal Borough of Salford to the delegates at the Convention, and to express the hope that the efforts put forward on that occasion to bring about the much desired improvement in trade will thoroughly materialise to the entire satisfaction of the many interests involved.

S. DELVES.

From Mr. Edgar Osborne

I am glad to be identified with the welcome Lancashire extends to all members of the Advertising fraternity who will be with us at Blackpool in May.

There has always been keen rivalry between the counties of the White and the Red Rose, and while it is difficult to imagine anything more pleasant than the whole-hearted hospitality extended to us at Harrogate last year, we hope to go one better.

I am particularly pleased to know that the keynote of the Convention will be "Sell British Goods," with special reference to textiles. I hope the speakers will be able to impress those engaged in the cotton industry with the imperative need for world-wide propaganda on behalf of their goods.

It was my privilege last year to be able to do a little unofficial spade work in the form of a series of announcements which were printed in the *Manchester Guardian* and the *Daily Dispatch*. These appeals were based on my twenty years' experience in the cotton industry, and had reference to the peculiar conditions obtaining in connection with the manufacture and distribution of cotton goods.

It would be misleading to suggest that the response was altogether encouraging.

A very complex manufacturing and distributing system has been built up during the hundred years of the cotton machinery era. Selling until the recent boom was a thoroughly involved but almost self-actuating process, the demand generally exceeded the supply. As a consequence the cotton salesman of to-day possesses an attitude of mind which has no parallel in any other industry. He believes firmly that selling consists of waiting for orders.

As Lancashire has built up Britain's greatest export trade without the aid of any organised selling and advertising methods (in the sense in which we regard selling and advertising) the executives of the industry have some justification for this attitude.

It is one which must be combated if Lancashire's supremacy is to be maintained.

AS
WELCOME
AS THE FLOWERS IN MAY

Welcome during May, 1926, and at all Seasons. Health and Pleasure greet you at Blackpool, where you find a bracing atmosphere and plenty of diversion. The magnificent climate clears the brain and sharpens the appetite, whilst the hand of man has built a wonderful five miles of Promenades, Three Piers, Five Theatres, Palatial Hotels, and every sport and entertainment. Breezy Blackpool will give you added strength and vigour to enable you to get through the Convention business as early as possible, so that you may have more time to digest Blackpool's innumerable and unique delights. Blackpool acts like the spell of Queen Atlantide, for you must return to this City of Enchantment.

—Write to me for any information, at any time—
W. FOSTER, ADVERTISING MANAGER, TOWN HALL.

BLACKPOOL
ON TO HAPPINESS

SELL YOUR GOODS IN THE BUSIEST CORNER OF ENGLAND.

Liverpool—South & West Lancashire —Cheshire—North Wales.

THE EVENING EXPRESS

is in closest touch with this great market. It is one of the Brightest and Best-Produced evening newspapers in the Provinces. Its advertising columns represent every day every important national and local advertising interest.

Certified Net Daily Sale (excluding The Sporting Express) six months ending 31st July, 1925, **122,619.**

THE DAILY COURIER

A complete morning newspaper read by men and women of all classes. The Daily Courier is attractively presented, and contains each day more pictures than any other provincial morning newspaper.

Certified Net Daily Sale. Six months ending 31st July, 1925, **32,609.**

London Offices:
187 *Fleet Street*, E.C.4
London Advt. Manager:
W. A. McMURRAY
Telephone No. City 2238
Private Wire: *London—Liverpool*
Open Night and Day for Free transmission of Advertisements
Telegraphic Address:
PREXCOUR FLEET, LONDON.

Proprietors:
C. TINLING & CO. LTD.
Head Office:
VICTORIA STREET,
LIVERPOOL
Private Automatic Telephone Branch Exchange:
Liverpool Central 2700 (all lines)
W. KENNEDY, Advertisement Manager

MESSAGES—(Continued)

I feel sure that if the Convention makes its appeal to Lancashire manufacturers in a quiet note, much good will result, but I believe it will take five or ten years of constant effort to persuade Lancashire manufacturers, merchants and shippers to co-operate in the launching of a world-wide advertising campaign.

Come and study the problem ! You will find that many cotton manufacturers live round and about Blackpool. They will be glad to hear your views, but you must not expect them to be received with enthusiasm. At the same time you will find our textile men, and men of other industries, ready to extend that warm hospitality which is as much a Lancashire tradition as our prowess in the textile world. EDGAR OSBORNE.

From Mr. J. C. Grime

As President for ten years of the Lancashire Billposters' Association, which Association includes all those engaged in poster advertising in the counties of Lancashire, Cheshire, North Staffordshire, Cumberland and Westmorland, and as managing director of the Manchester Billposting Company, Ltd., with twenty-two associated companies trading in South-East Lancashire, I feel that the Convention will be of great value. It will be instructive and educative as well as being legitimate propaganda.

The Manchester Publicity Club, the Mayor and Corporation of Blackpool, the Central Organisation of London, in fact all concerned are co-operating to make the Convention a success. A warm Lancashire welcome awaits all those interested in the progress of advertising who can find the time to visit Blackpool in the early days of May. J. C. GRIME.

From the Editor of the " Daily Dispatch," Manchester

The editor of the *Daily Dispatch* joins in giving a hearty welcome to the Advertising Convention's gathering in Lancashire. The purely editorial side of newspapers has a somewhat selfish interest in wishing increased power to the arm of advertising, for success means an improved general welfare in which the journalist shares. The advance in the art of advertisements (writing and display) is such that the editorial man is behind the times if he does not heed and apply the knowledge, thus general to his own sphere, of presenting news and views in the most advantageous fashion.

May the link between advertising and editorial be still further strengthened as the result of the deliberations at Blackpool.

From the Managing Director, "Liverpool Daily Post and Echo," Ltd.

It is clearly fitting that an Advertising Convention should be held in Lancashire, and I naturally wish it every possible success. At the same time, after London, Yorkshire and Lancashire have each housed a Convention, in three consecutive years, I should be surprised if I were alone in feeling that the time has come to consider seriously whether Conventions should be continued annually. The organisation of them must entail on the part of very busy people no inconsiderable work, and, while there is no doubt that so far much good has resulted from them, it is easy to be guilty of over emphasis, and now that so much of the elementary educational foundations have been laid, I suggest that two years, or even three, should elapse between the Conventions held, at all events in this country.

ALLAN JEANS.

From the Managing Editor of the " Liverpool Courier "

I heartily wish success to the Convention because I believe that such assemblages of our advertising specialists must be fruitful in disseminating ideas so essential to the revival of national prosperity. In teaching traders the incalculable value of the weapon of publicity in these modern days the Convention will advance us a step nearer those better times for which we have all been longing and working. I am of opinion that to the progressive spirit of our advertising men, trade generally, and newspapers in particular, owe a debt which cannot be overstated. A. BURCHILL.

BLACKPOOL AND ITS PREDOMINANT NEWSPAPER

The

Blackpool Gazette & Herald

TUESDAY, THURSDAY & SATURDAY, Weekly Net Sale 46,000

BID YOU WELCOME

"The Gazette and Herald" is the leading Journal of the Lancashire Coast & Effectively covers the Populous & Progressive Area of which Blackpool is the Centre.



View of Interior of New Advertisement Offices at Liverpool.

LIVERPOOL DAILY POST and ECHO Developments.

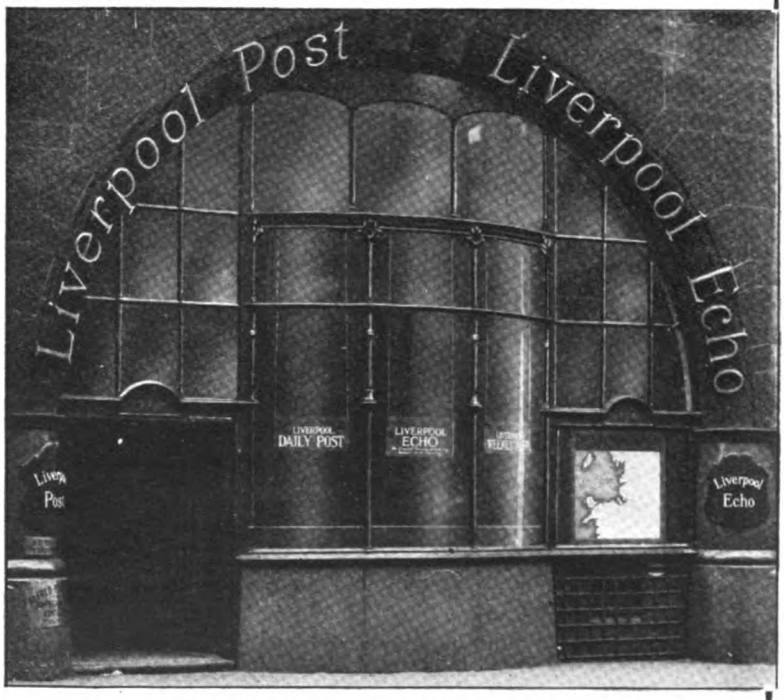
The new Liverpool and London offices of the DAILY POST and ECHO synchronise with the expansion of Liverpool's leading newspapers — the LIVERPOOL DAILY POST, LIVERPOOL ECHO, and LIVERPOOL WEEKLY POST.

LIVERPOOL POST & ECHO

Head Offices: **46-54, VICTORIA STREET, LIVERPOOL. - - 'Phone: Cent. 3400.**
London Offices: **132-4, FLEET STREET, E.C.4 - - - 'Phone: City 4514.**
New York City: **420, WEST 121st STREET.**

Development and the fostering of ideals have led to the circulations of these papers increasing in the areas of Liverpool, Lancashire and the North-West generally, Cheshire, North Wales and the Isle of Man—this wide territory being covered by thirty-two branch offices.

National advertisers who are not already using this power in the provincial Press will find it to their advantage to do so.



View of New London Offices in Fleet Street.

The Lighter Side of Life

Entertainments and Tours for Delegates—Recreation after the Sessions

By Eric Schofield, *Chairman of the Social Committee*

I FEEL quite justified in promising that the welcome and hospitality that delegates will receive at the Second British Advertising Convention to be held at Blackpool in May will surpass any previous experiences, not solely because of the enthusiastic efforts of the organisers, but by reason of the exceptional facilities that Blackpool offers.

I was one of a small delegation of three members of the Manchester Publicity Club who, in February, 1925, unofficially approached the Blackpool civic authorities with the object of ascertaining how they would view the possibility of holding an Advertising Convention in their town, and the immediate co-operation that was tendered from the then Mayor, and his colleagues, made it quite apparent that if our hopes of securing the Convention were realised, the venture would be an undoubted success.

It was felt by my Committee, and rightly so, I think, that no entertainment should be offered for the gentlemen while the Sessions were being held in order to ensure the maximum attendances, and during the actual business period of the Convention the wants of the ladies only will be catered for.

The skeleton programme has already been published, but a few additional details will, perhaps, be of interest.

On Saturday evening, a Civic Reception will be given by the Mayor, Alderman Tom Bickerstaffe, in the Tower, and the Tower Ballroom will be thrown open to all delegates until midnight.

On Sunday, the places of worship offer a hearty welcome to all denominations. For those who wish to sample the delights of Lake-land, comfortable enclosed motor conveyances will speed them northwards around Windermere and its beautiful surroundings.

On Monday, a tennis tournament and grand fashion parade will be staged for the ladies, and in the evening the Manchester Publicity Club will entertain all the delegates to a banquet. It was originally hoped to stage this banquet in one room, but service requirements made this impossible, therefore half the guests will be assembled at the Tower and the remainder at the Winter Gardens.

The near-by municipality of St. Annes-on-Sea wishes to entertain the ladies on Tuesday, and after the afternoon session the gentlemen will be conveyed there to join in a Thé Dansant, all returning together in time for the ball and cabaret in the evening, which will extend from 8 until 2 o'clock in the Tower Ballroom.

After the closing session on Wednesday, a trip is arranged in the afternoon to view a charming and historic old Lancashire residence, the grounds of which are far famed.

Southport is justly claimed to be one of the premier northern watering places, and it is here that all remaining delegates will be taken on Thursday. The civic authorities are looking forward to the opportunity of providing lavish hospitality, and every lady will remember with envy the beautiful shops that comprise the famous shopping thoroughfare of Lord Street.

I forgot to mention that a golfing tournament will be held on the Sunday, whilst it is hoped that all the local links will extend an invitation to delegates to play whenever they desire each day. The sight of a delegates' badge will ensure immediate free admission to the many attractions of the Tower and Palace Co., the Winter Gardens, and for those who care to risk a plunge in May, the magnificent new Municipal Open Air Baths.

I hope the foregoing details will have indicated to you that Blackpool's welcome will be sincere and generous, so make sure of obtaining *your share* by registering right away.

THE
BLACKPOOL
BILLPOSTING CO. LTD.
WISHES EVERY SUCCESS TO THE
COMING CONVENTION
AT BLACKPOOL



T·P·FLETCHER ESQ.
Manager
167 CHURCH ST.
BLACKPOOL·

AT THE TOP OF THE TREE FOR BILLPOSTING

Telephone No. Central 7250 (Private Branch Exchange)
Telegraphic Address: "Sketch, Estrand, London."



Published by
THE ILLUSTRATED LONDON NEWS
AND SKETCH, LTD.

Advertisement Offices:
172, STRAND,
W.C.2.

16th March, 1926.

A F O R E C A S T.

Dear Sir,

I wish to bring to your notice that our SIGNS OF SUMMER NUMBER, which we are publishing on May 12th, is not merely to be the most important Number of the year as far as the coming Season is concerned, but is to be one of the biggest and most beautiful Numbers in the whole history of "THE SKETCH".

The Editor is going to great trouble and expense to secure most sumptuous editorial matter, coloured and otherwise, for this Number, which, combined with a striking special front cover, will attract the attention of the whole country. So fine will the production be that it is certain to be bought by thousands of people in addition to our ordinary readers.

We are making this special effort to get out a Number so splendid that it will be unique. It cannot be a great success unless our advertisers assist us in our efforts.

Of course, there is plenty of time as yet, and between now and the date of going to press you will receive further particulars on the matter with still fuller information; but it is well to book space now, because by doing so you can secure an early position for your advertisements.

May I recommend you to let us know your requirements now? and may I further recommend that the space you book be in keeping with the traditions of your well-known House?

The date - May 12th - could hardly be better selected; the Season is then at its height, and both men and women are spending freely in every direction, whether for the house, the garden, clothes, motoring, sports, etc.

Use our pages and you should reap a fruitful harvest - it's the people with money who read "The Sketch".

I need hardly say that further information will gladly be given by

Yours truly,

M H Bell

Advertisement Manager.

THE BOLTON EVENING NEWS & THE LANCASHIRE JOURNAL SERIES

JOIN IN LANCASHIRE'S WELCOME TO THE DELEGATES ATTENDING THE BLACKPOOL CONVENTION

The "Bolton Evening News" is the only daily newspaper in a town of 182,000 inhabitants. The latest Net Sale Certificate shows a total of **52,577** copies daily. The "Lancashire Journal Series" of six weekly newspapers covers a splendid field within a radius of 10 miles of Bolton. Total population over 500,000. Send now for rates and full particulars to:—

TILLOTSONS NEWSPAPERS LIMITED

London Office:—
Mr. WM. SHEPPARD.

TEMPLE BAR HOUSE,
23, FLEET STREET, E.C.4.

THE BEAUTIES OF BLACKPOOL

"Where the spirit of happiness and joy reigns for ever"—a not quite dispassionate, but very detailed account by one who knows the place well

By W. Foster, Advertising Manager to the Blackpool Corporation

THE idea that all seaside resorts are more or less alike is a fairly general one—with those people who don't know Blackpool. But among the delegates whom we shall welcome to the second British Advertising Convention will be many old and established friends whose liking for Blackpool has become an affection. They already know and appreciate the fact that Blackpool is different. At the same time we shall welcome many others to whom Blackpool will be a new acquaintance, and they will naturally desire to know something about the town's capacity for entertaining them.

All the hotels where arrangements have been made for accommodation are situated on the promenade facing the sea, and the Tower and Palace in which all the business meetings are to be held are adjoining buildings, also on the promenade in the centre of the town.

Mayoral Reception

The Mayoral reception in the Roof Gardens on the Saturday evening is the first function, and the hour has been fixed at nine o'clock so as to allow ample time for those from long distances to settle down comfortably in their hotels and refresh themselves. The Tower to many people represents only a gigantic structure stretching 525 feet into the air, but beneath its shadow, one finds a palace of entertainment probably unrivalled under any other single roof in the country.

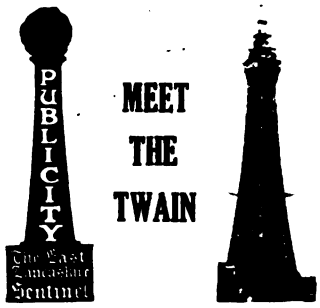
The delegates' badge will admit one into the new baths at South Shore, where modern skill and knowledge has been added to the art of the Greeks and Romans, and resulted in the finest open-air bath in the country. Near by is the pleasure beach, the nearest approach in European endeavour to America's famed Coney Island. There are three piers with pavilions with orchestral music and concert parties, and there is also a wonderful new four-tier colonnade promenade at the north shore. Blackpool has two legitimate theatres—the Grand Theatre and the Opera House—both staging No. 1 companies throughout the whole year. At the Palace Theatre of Varieties only the most eminent music-hall artistes appear. The Winter Gardens comprise floral hall, Victoria hall, large pavilion theatre, lounges, and still another ballroom—the largest in Blackpool.

There are 18-hole golf courses at North Shore, South Shore, Norbreck and Cleveleys, and 11 holes of a new 18-hole course have already been opened for play in the new park.

E.L.S

"Sentinels" of Lancashire.

EAST. WEST.



MEET THE TWAIN

SYMBOLS of profit and pleasure. Find profit and pleasure in the pulling service of the "East Lancashire Sentinel." Our Weekly Circulation in Greater Accrington is **15,000** copies. The greatest circulation of any weekly published in Greater Accrington. Rate card and copy of Accountants' Certificate with pleasure.

HARRY PARR, *Director.*

THE EAST LANCASHIRE SENTINEL, ACCRINGTON.

Tel. 2834. Tel. 2834.

Lancaster Guardian

West Yorks Pioneer

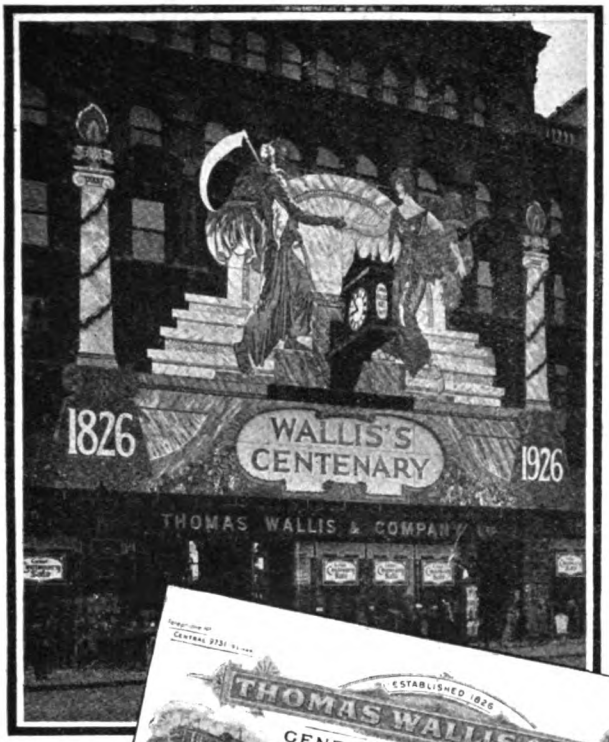
Morecambe Guardian

Barnoldswick Pioneer

A group of popular weekly journals covering a big industrial and agricultural area in Lancashire, Yorkshire, and Westmorland.

Rates on application to:—

169, Fleet Street, E.C.4.



Another Page in Sign History


ESTABLISHED 1826

THOMAS WALLIS & Co LTD

GENERAL & FANCY DRAPERS

LADIES & GENTLEMENS CLOTHIERS & OUTFITTERS

COMPLETE HOUSE FURNISHERS, REMOVERS & STORERS

HOLBORN CIRCUS LONDON E.C.1

The Managing Director
Harris the Sign King
Shirland Road. W.

Tuesday
9th March
1926

Dear Sir,

On behalf of my colleagues on the Board I want to express our great appreciation and satisfaction at the very fine advertisement on our Holborn front fascia that has been done through your good people. There has been nothing but praise for it, and I am sure it will accomplish the purpose for which it was designed. We only hope it will add lustre to your already illustrious Company and indirectly bring a little grist to the mill at Holborn. We think that perhaps the enclosed brochure will be of interest to your good self.

Again our best thanks.

Yours very truly,

Chairman & Managing Director

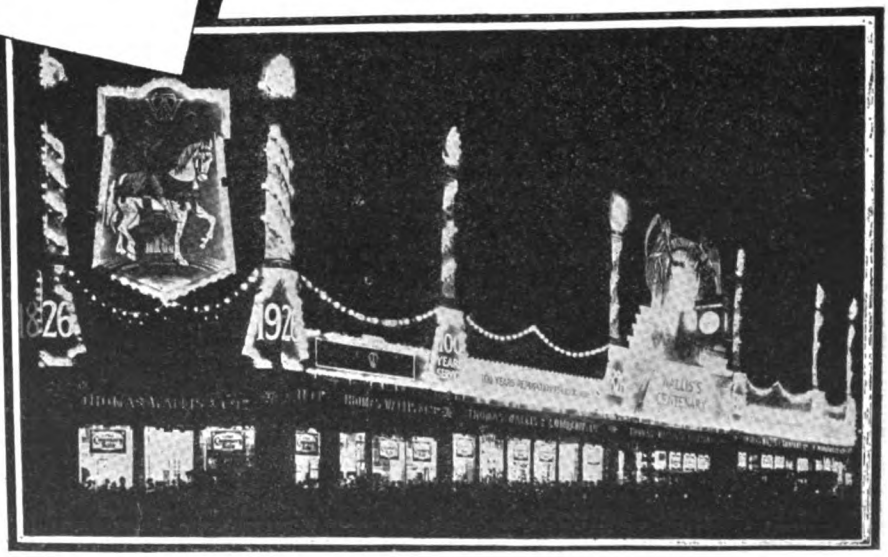
RECEIVED BY POST 10 MAR 1926 C. & Co. LTD

DAY and Night Photographs of the GIGANTIC SIGN, designed, painted and erected by HARRIS the SIGN KING for Thomas Wallis & Co., Ltd., of High Holborn, to celebrate their Centenary.

Probably the biggest, and certainly amongst the most original and attractive outdoor publicity schemes ever embarked upon in this country, it is illuminated by 2,000 30 watt lamps, and is DRAWING HUGE CROWDS TO HOLBORN BY DAY AND NIGHT.

The Testimonial is indisputable proof that

OUTDOOR PUBLICITY, RIGHTLY HANDLED, IS 100% PUBLICITY.



HARRIS
THE
SIGN KING

182a, SHIRLAND RD.,
LONDON, W.9.

'Phone:
WILLESDEN 257.

Lancashire Welcomes Delegates to the Convention

East Lancashire welcomes all National advertisers who desire to increase business in this populous area.

ACCRINGTON OBSERVER AND TIMES

R. S. Crossley jr.

Director of Advertising,

ACCRINGTON.

EAST LANCASHIRE AS A BUSINESS CENTRE

From a Special Correspondent

VISITORS to the Blackpool Convention may be so absorbed in the beauties of the western coastal districts of the county that I want to offer them just a word of advice.

Keep your eye on East Lancashire. There is business there, even if there is no Tower and no Winter Garden.

Right in the heart of north-east Lancashire, Accrington is the centre of a wide area embracing Parliamentary and Municipal Boroughs and Urban District Councils, linked up by systems of tramways which bring thousands of people to Accrington daily. The district is so densely populated that it is difficult to tell where one place begins and another ends—it is practically one big town.

The seat of the calico printing industry, founded within a couple of miles of Accrington by the great family which gave to the world Sir Robert Peel, the statesman, and continued by the Hargreaveses and Graftons of Broad Oak, Accrington; the Forts of Oakenshaw, with whom was John Mercer, the famous chemist (whose name is perpetuated in mercerised fabrics); Frederick Steiner, who established the great Turkey-red industry; and the Lightfoots, the celebrated chemists. Accrington is still one of the world's greatest calico printing centres.

Notable Inventions

Almost within a stone's throw is where the founder of the Peel family discovered processes invaluable to calico printing, and about the same time, James Hargreaves invented the "spinning Jenny," which revolutionised the cotton industry. It was at Brookside that the first carding engine was built by the founder of the Peel family—the father of the first baronet of that name and grandfather of the great Statesman—names indelibly associated with Accrington. Steam looms were introduced in Accrington and demolished by the mob as far back as 1826. No wonder that the cotton industry has flourished and is the staple trade of Accrington and neighbourhood.

With the growth of the cotton industry, Accrington became famous as a textile machinery centre. The machinery made at the Globe Works of Howard and Bullough at Accrington is known the world over. At this great hive of industry many thousands of men find employment. Other great works in Accrington are engaged in the production of textile machinery.

Coal mining is also carried on extensively, and Accrington facing bricks are known all the country over. The chemical trade employs a considerable number of hands, and other industries include paper-making, machine-making, billiard-table building, soap manufacture, brush-making, Christmas card production and toffee boiling.



Another CARLTON POSTER

The "Advertiser's Weekly" poster critic has earned a reputation by his shrewd and candid valuations of current POSTER ART. In a recent issue he wrote:—

"The quality of freshness essential to a good poster . . . is surely possessed in superlative degree by the new Sunlight poster which proclaims that Sunlight Soap 'lightens work.' The verbal message, however, is comparatively unimportant. The main purpose of the poster is to invest the usually dreaded wash-day with pleasant associations and to connect the housewife's pride in spotlessly-clean linen with that admirable cleansing agent, Sunlight Soap. The poster is most attractive in itself, quite apart from its merit as a publicity instrument. The colour is bright and clear, the lighting is delightful, and the poise of the figure is admirable. Moreover, the poster has an antiseptic—or, better still, an aseptic—flavour about it which is very appropriate in an advertisement of soap."

Write for a Free copy of "CARLTON POSTERS," our new booklet.

We painted this poster for Messrs. Lever Bros. Other advertisers who want ideas and drawings that are as good for their products as this is for Sunlight Soap should let us make suggestions. There is no obligation.

CARLTON STUDIO LTD.

Carlton House, Great Queen St., Kingsway, London, W.C.2

if its process
Retouching
ring
Central 4682
C.D.LAWSON & CO., LTD
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

The American College Market

Concentrated for nine months a year in over 600 college towns there are approximately 700,000 college students. We know what, when, and where these students buy their necessities and luxuries.
We are prepared to help the English manufacturers, having logical products, bui d up a profitab'e trade with the American college student.

The "Collegiate Salesman," listing all Student papers, sent on request.

Collegiate Special Advertising Agency Inc., 503, 5th Avenue, New York City, N.Y.

USA

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-tone Work.
NO BLOCKS Required.
CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.



WE point out a whole crowd of customers in North East Yorkshire.

Won't you have a shot at them?—through the

"WHITBY GAZETTE."

Current Issue and Rates from
HORNE & SON, LIMITED.

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

VOLUNTARY LIQUIDATIONS

(*Note.—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.*)

Alfred Bates & Co., Ltd.—Resolved March 5 that the company be wound up voluntarily, and that Maj. H. Eves, solicitor, 90, Jermyn Street, S.W.1, be appointed liquidator. Meeting of creditors at liquidator's office, 2.30 p.m., March 25. *Note.*—This notice is formal. All creditors have been, or will be, paid in full.

Kent & Matthews, Ltd. (in voluntary liquidation).—Resolved March 12 that the company be wound up voluntarily, and that Mr. E. J. Patterson, 15, Copthall Avenue, E.C., Incorporated Accountant, be appointed liquidator. Meeting of creditors at liquidator's office, 3 p.m., March 29. Claims to liquidator by April 30. *Note.*—This notice is formal. All creditors have been, or, it is anticipated will be, paid in full.

Frank A. West & Co., Ltd., 50 and 52, Friar Lane, Leicester, paper merchants (in voluntary liquidation).—Meeting of creditors in Board Room, Leicestershire Trade Protection Society, Ltd., 2, New Street, Leicester, on March 29, at 3 p.m. The joint liquidators are T. Fleming Birch and A. Granville White. Claims should be sent to Mr. Birch (A. C. Palmer & Co., C.A.), Court Chambers, Friar Lane, Leicester, by April 21.

The Newcastle Chronicle, Ltd.—General meeting of members to hear liquidator's report at Chronicle Offices, Westgate Road, Newcastle-upon-Tyne, on April 26, at noon.

The West Yorkshire Pioneer Newspaper Co., Ltd. (in voluntary liquidation).—General meeting of members to hear liquidator's report, 10 a.m., April 27, at office of liquidator (W. A. Judge), 65, High Street, Skipton.

British Litho Stone Co., Ltd. (in voluntary liquidation).—General meeting of members at 24, Christmas Street, Bristol, April 26, at noon, to hear liquidator's report. Liquidator: R. C. Matcham.

ADVERTISEMENT OF CANCELLING

The Registrar of Friendly Societies on March 12 cancelled the registry of **Illustrated Diary, Ltd.** (Regd. No. 4282, R. Warw.), held at 55, Grosvenor Road, Harborne, Birmingham, at its request. The society (subject to the right of appeal) ceases to enjoy the privileges of a registered society, but without prejudice to any liability incurred by the society, which may be enforced against it as if such cancelling had not taken place.

PARTNERSHIP DISSOLVED

Paige Publicity (Raymond Armstrong and James Arthur Aldhouse), poster artists, 183, Oxford Street, Manchester. Mutual dissolution, February 28. Debts by J. A. Aldhouse, who continues the business.

FIRST MEETING AND PUBLIC EXAMINATION

McLaughlan, James Edward, 4, Pembroke Terrace, Cardiff, advertising contractor. (60 of 1925.) First meeting, 11 a.m., March 26, at 34, Park Place, Cardiff. Public examination, 11 a.m., May 7, at Law Courts, Cathays Park, Cardiff. Adjudication, March 12.

INTENDED DIVIDENDS

Dyke, Udolph Ernest, of Rutland House, Cheltenham Road, Southend-on-Sea, and lately residing at 2, King Edward Road, High Road, Leyton, trading as Western Signs, Leyton. (865 of 1923.) Last day for receiving proofs, March 31, 1926. Trustee: M. Hyams, 27, Chancery Lane, W.C.

Clark, Charles (deceased), lately residing and carrying on business at 45, Devonshire Street North, Higher Ardwick, Manchester, printer. (53 of 1925.) Last day for receiving proofs, March 31, 1926. Trustee: J. H. Alexander, City Chambers, Infirmary Street, Leeds.

NEW COMPANIES

R. G. Read, Ltd. (212477).—Private company. Registered March 17. Capital £1,000 in £1 shares. Objects: to carry on the business of advertisement and poster designers, billposters, contractors for advertising space in newspapers and publications and on railways, tramcars, omnibuses, walls, hoardings, etc. The first directors are: Mrs. Louisa S. Hoffman and Richard G. Read. Solicitors: Hunt & Dickins, Nottingham.

Sporting Handbooks, Ltd. (212517).—Private company. Registered March 18. Capital £1,000 in £1 shares. Objects: to acquire the business concerning the "Rugby Football Annual" and the copyright thereof, together with the property and assets used in connection therewith, etc. The first directors are: H. A. Taylor, G. V. Taylor, and E. C. J. Baker (all directors of Newspaper Features, Ltd.). Registered Office: 40–43, Norfolk Street, Strand, W.C. 2.

Lancashire Textile Monthly Record, Ltd. (212446).—Private company. Registered March 16. Capital £250 in £1 shares. Objects: to publish a booklet to be called the *Lancashire Monthly Record*, containing certain particulars relating to public companies concerned in the textile trade, and to carry on the business of publishers of books and documents of all kinds. The first directors are: J. Gregson, H. W. Shepherd, J. T. Crossley, and H. Goodwin. Registered Office: Market Chambers, Market Street, Shaw, near Oldham.

EDITORS AS EXAMINERS FOR AD. MEN

YOUTH in advertising was as essential as *truth* in advertising, said Mr. Donald Howat in an address on March 18 in James Craig's Tearooms, Union Street, Glasgow. There were too many grown-up advertisements full of commonplaces that irritated and annoyed without influencing anyone.

Newspapers offered advertisers an immense audience, but it was the advertiser's duty to employ a master of words to make the million listen to their message. A message should be couched in simple but telling language that even a child can understand. A smile was worth while on the printed page because pomp and circumstance could not compete with simple friendliness when appealing to the public.

The key to successful advertisement writing was to write in the same interesting way the average man talks about football, or the average woman about a new spring hat she has seen. Mr. Howat felt that advertising writers should be licensed by a tribune of journalists before being let loose in the advertising columns.

TO USERS OF FINE TYPESETTING

Messrs. Cooper & Budd, Ltd., *The Printers*, of Peckham, have now ready in a limited edition a specimen book of another classic type face appealing especially to users of fine Brochures, Booklets, and other good typesetting

A copy will be sent post free and without obligation to responsible executives applying on business paper

†

COOPER & BUDD, LIMITED
The Printers
McDERMOTT RD., PECKHAM, S.E.15
Telephone: New Cross 0302 (2 lines)

CONNOLLY
THE MOTOR ARTIST

You know the troubles arising from your clients' complaints of technical inaccuracies in motor illustration. Avoid these costly corrections by engaging the specialist who knows motors inside-out, and draws live figures, too.

H. Connolly
Telephone: Museum 3889.

4, Russell Chambers, LONDON, W.C.1.

LOST

£88,095,489

Eighty-eight million pounds that might have come to Britain last year.

In the year 1924/25 Australia's total imports were valued at £157,143,296. Britain's share of this was but 43.93%. Over eighty-eight million pounds worth of goods were bought from other countries.

A concise, statistical review of the enormous market for British goods that lies in the Commonwealth has been prepared by the Statistical and Research Department of the Dorland Agency. A free copy is offered to any manufacturer or merchant who is interested.



This is the first of a series of similar reviews of great overseas markets now being prepared. Copies of each will be sent immediately upon publication to all who apply now to the

DORLAND AGENCY Ltd.,
Dorland House,
14, Regent St., London, S.W.1.

We Hear—

THAT there seems to be something like a before Easter spurt in advertising if one may judge by the amount of business being directed to the daily newspapers in London and the provinces; and—

* * *

THAT it is not only the so-called national advertisers who are spending freely, but the local advertisers—notably the drapers—who are generous in their displays in the newspapers best suited to their purpose.

* * *

THAT viewed from every direction the Spring season has opened auspiciously, and the printers' slogan "Print More, Sell More" would appear to be producing results, whether one looks for them in the amount of advertising literature put into circulation, in display advertisements or on the hoardings.

* * *

THAT intending delegates from London to the Advertising Convention are rapidly booking up their desired accommodation at the Blackpool hotels in the fear (!) that they may have difficulty in securing rooms if they wait till nearer May 1.

* * *

THAT the excellent offices, with display shop front, the Blackpool Publicity Department possess in High Holborn, W.C.1, might be put into service by the London end of the Convention movement.

* * *

THAT this week's opening of the flat racing season has brought with it a considerable amount of advertising, but whether all of it is desirable is a matter of opinion.

* * *

THAT to-morrow's Oxford and Cambridge boat race will as usual afford opportunity for ingenious forms of publicity on and off the river to the amusement of the crowds.

* * *

THAT this world-renowned sporting event is each year seized on by certain advertisers and seekers of publicity, and that in this connection the Marconiphone Co. have decidedly scored a hit with the attractive showcard they have produced showing the Oxford eight passing their off time listening-in to a Marconiphone "eight."

* * *

THAT Mr. A. Bain Irvine was in excellent form, as host and chairman, at the annual dinner and dance of the Waverley Book Co., Ltd., held at the Trocadero last week.

* * *

THAT Wardour Street, the headquarters of the film business and the home of the movie Press agent, is developing a new line in providing elaborate scenic sets, clever and comic cut-outs and other forms of advertising stunts for display purposes.

THAT Germany has come into the business of attracting the attention of the Britisher intent on holiday making with the display of a coloured poster on our hoardings setting forth the attractions of Wiesbaden, the poster being a native product with a paste-on in English; and—

* * *

THAT another foreign poster with distinct claims to be an artistic production is one now on view which has been printed in Norway and is displayed to advertise summer cruises to the fiords.

* * *

THAT the bold and striking drawings on historical subjects illustrating the advertisement pages issued by the house of Drage have been adopted by scenic artists to provide backgrounds for attention-compelling window displays at the High Holborn furnishers; and—

* * *

THAT although the business was successfully floated last week as a public company with the name Drage's, Ltd., the advertisements of the firm have continued to appear as those of David Drage & Sons, Ltd.

* * *

THAT that live body of newspaper men who form the Sunday Cricket League are going to anticipate the near approach of their season with their fifth annual dance at the Horns, Kennington, S.E., next Tuesday night.

* * *

THAT there is a growing tendency for advertisers on the broadsides of the 'buses to use slogans for their announcements, and that one of the latest reads, "You'll be struck by Summer Lightning"—and this even before the critics had pronounced on a new play production.

* * *

THAT two poster artists of promise—if not distinct finds—have found admirers of their work on the public galleries in the persons of Chloe Preston (who has done some clever conceits in the Mabel Lucie Atwell style for the front covers of *Eve*), who is represented by a H.P. Sauce poster of quaint design, and C. H. Duckett, the artist responsible for a Lambert & Butler Waverley Cigarette "print" of attractiveness.

* * *

THAT the Aldwych Club golfers who journeyed out to Sandy Lodge on Wednesday in last week put in a most enjoyable day in spite of the fact that the majority of the players found the sporting features of the course—and found them many and often on the rounds.

* * *

THAT Lord Astor is to preside at the sixty-third festival dinner of the Newspaper Press Fund to be held at the Hotel Victoria on Tuesday, May 11.

Put Ideas in your campaign

It sells in the home



TRADE
needs advertising,
which needs print,
which needs blocks.
And for blocks ___
you need

ALFRED CRASKE LTD

"Makers of BETTER Blocks"

5, EAST HARDING STREET · · E.C.4

Telephones: Central 2602-3 and 2646

'PERFECTOS'
No 2
VIRGINIA CIGARETTES

Distinguished by a superb delicacy, the result of a matchless blend of the finest Virginia Tobacco

10 for 10½d | 50 for 4/3
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM
Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.
I P4

"SOLID PROGRESS."

The NET SALES of the

Kent & Sussex Courier

for the past six years, as certified by Chartered Accountants, have averaged as under :—

1920	Sales	-	17,069	Copies per week
1921	,,	-	17,900	,,
1922	,,	-	19,029	,,
1923	,,	-	19,268	,,
1924	,,	-	20,365	,,
1925	**,,**	**-**	**21,497**	,,

Scale and Kent and Sussex Market Survey Booklet on application to :—

THE "KENT & SUSSEX COURIER."

Head Office :
TUNBRIDGE WELLS : GREAT HALL BUILDINGS.
Tel. 1200 (*Private Branch Exchange*).

Branch Offices :
TONBRIDGE : 78, HIGH STREET. *Tel.* 200.
SEVENOAKS : 54, HIGH STREET. *Tel.* 44.
EAST GRINSTEAD : CONSTITUTIONAL BUILDINGS. *Tel.* 252.
LONDON : LUDGATE CHAMBERS, 30/32, LUDGATE HILL, E.C.4, *Tel.* CENTRAL 2616.

We Hear—

THAT it is only a question of time—and not a long time at that—when the members of the New Advertising Club and the Fleet Street Club will be able to meet daily in their own club premises in Cursitor Street, Chancery Lane, W.C. ; and—

* * *

THAT now the way has been cleared for early possession there is sure to be an eagerness shown by those eligible for membership, who have been hanging back waiting the completion of the arrangements, to get in on " the ground floor."

* * *

THAT a considerable amount of co-operative advertising is being issued by seaside and holiday resorts in conjunction with the railway companies, and that there will be a much larger output of this kind a month or two hence.

* * *

THAT Mr. Edward Gamble, who a few years back was an active figure in the drapery trade in Glasgow and an enterrising local advertiser, has resumed business and advertising as Edward Gamble & Sons, Ltd.

* * *

THAT estate of over £335,000 was left by the late Mr. James Macdonald of the Glasgow firm of tobacco manufacturers and the Imperial Tobacco Co.

* * *

THAT the advertising of Energen Food Products is being transferred to Spottiswoode, Dixon and Hunting, Ltd.

* * *

THAT the Munro Press of Perth are reviving in Aberdeen the old publication *Bon Accord*, and their organisation are busily developing plans for a wide distribution throughout the county.

* * *

THAT the movement in favour of buying British goods is growing strongly in the Irish Free State, and that its protagonists have adopted as their slogan, " Buy from Ireland's best customer."

* * *

THAT following a bad year the Henry Street Warehouse—one of Dublin's large stores—was this year able to report improvement in all directions and a distinct revival in trade.

* * *

THAT the Great Southern Railways—under which title all the railways in the Free State are amalgamated—has come through a very trying year, and looks forward to much better conditions in the present year, while its chairman sees evidence of reviving trade.

* * *

THAT motor advertising in Ireland is generally in a state of suspended animation as little buying is being done pending the introduction of the Free State Budget, in which several important alterations are anticipated.

KEY A SPACE IN THE
EMPIRE NEWS
The Mail-Order Medium that pulls-and pulls-and pulls

CLASSIFIED ADVERTISEMENTS

Rate: One Shilling and Sixpence per line. The first line consists of 35 letters, remaining lines 39 letters. Punctuation marks and spaces each count as one letter. Minimum three lines. All advertisements **must be prepaid,** *and should reach the Advertiser's Weekly, 66, Shoe Lane, London, E.C.4, not later than Tuesday for publication the same week.*

Signs

HARRIS THE SIGN KING.—See our full page advertisement on page 539.

RUSSELL SIGNS ARE ON RIGHT LINES.—Good lettering. Original ideas. Attentive service.—20, Bride Lane, Fleet Street, E.C.4. (City 6083).

LAIDLAW SIGNS.—All over Britain. For National advertisers who discriminate.—163A, Strand, W.C. 2 (City 1093). Works: Harringay.

ADVERTISEMENT BANNERS flown from man-lifting kites over all public events, seaside resorts, race meetings, etc.—For terms apply to Kite & International Sign Co., 2-3, Stonecutter Street, E.C.4. 'Phone: Central 8403-8404.

Service

PHOTOGRAPHIC REPRODUCTIONS.—144 or a million—Sales Influenced—Business cards, Throwaways—Follow ups or advice cards, Showcards—Folders or Calendars.—Advice, samples and prices. —Lilywhite, Ltd., Triangle, Halifax.

FOR HOUSE-TO-HOUSE DELIVERY of Advertising Matter from BLACKPOOL to COLNE. Also BLACKBURN to MANCHESTER. All routes. Any or Every Town. Try the North-East Lancashire Advertising Agency, Bank Chambers, Lord Street West, Blackburn; 27 years' experience. Work guaranteed. References given.

ARTISTIC Showcards, Stencilling on Fabrics, Illuminated Verses, Calendars, Pen and Ink Work, Embroidery Designs. All original. Any number. Home work only. Doris Cook, 79, Beech Lane, Macclesfield.

Service

DEPENDABILITY PLUS SERVICE.—Illustrations for all Commercial Purposes. A. D. Studio, 182-183, Fleet Street, E.C.4. Central 4387.

BERNARD PALMER is essentially the artist to handle fine decorative work.—16, Mitcham Lane, S.W.16. Streatham 3373.

LEARN TO WRITE ADVERTISEMENTS at the powerful Dixon Institute of Advertising. The great successes achieved by our students prove the superiority of our training. £3 3s. Bonus is offered to those who write at once for our free book, "Advertising as a Career."—Address Secretary, Dept. 28, 195, Oxford Street, London, W. 1.

Window Display

ANYTHING FROM A PRICE TICKET to a complete window display.—Clarke Brothers, Ltd., 22, Denmark Street, W.C.2. 'Phone: Gerrard 8368.

WINDOW BACKGROUNDS, Showcards, Cut-outs, etc., prepared under direction of Mr. H. Ashford Down (late Selfridge Head Window-dresser).—Display Craft, Ltd., Museum 5851, 59, New Oxford St., W.C.1.

Appointment Required

GREY MATTER FOR SALE, nourished on experience in advertising and replete with enthusiasm. Ideas—Copy—Layout—Printing. Advertising Manager or other progressive post. £500 per annum. Box 128, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Appointments Vacant

PRINTING FIRM doing high-class work require a representative for London, with knowledge of advertising, and preferably one who has had artistic training. Permanent position with good prospects for a young man with ideas. Applications will be treated in confidence.—Wills & Hepworth, Ltd., Loughborough.

TICKET WRITER.—Expert letter and figure artist required to work on premises. Full time. Drapery tickets. Quick work. State salary required and forward specimens (which will be returned), Box 126, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

OPPORTUNITY occurs for capable man with about £300 and practical knowledge of Signwriting, Poster and Showcard designing and writing, to become a Director of well-established growing Sign and Poster business in south midland City, about to be converted into limited Company. Commencing salary £200. Every investigation invited. Excellent opportunity for good ambitious worker. Applications in strict confidence to Box 127, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

REQUIRED.—First-class Platen Machine Minder, thoroughly experienced in the highest class of work on Phoenix-type machines and some experience with cylinders. Non-Society. Write, enclosing specimens of work, to Planters Products, Limited, Delectaland, Watford.

Of Interest to Publishers

MEDIA WANTED, N. of England, by live advert. man with ideas and clever staff. B., 46, Princess Road, Moss Side, Manchester.

D. CHARLES,
Photography. 50 Webbs Rd., S.W.11.

The trade of many tricks. I use scores! And every single one for bettering the job.

Latchmere 4980

"LILYWHITE" REGISTERED
REAL PHOTOS will **SELL**
YOUR GOODS
EFFECTIVELY
are retained, are impressive, will "get there," are truthful,
Photo printed only by
LILYWHITE, Ltd. TRIANGLE, HALIFAX.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES 150,000 *daily*
London Representatives:
FREEMAN & CO. 3, Paternoster Row, E.C.4

REPRESENTATION—BIRMINGHAM & DISTRICT

Advertiser, some years experience outside for leading London Agency, since employed as Advertising Manager by several large Engineering Firms, desires to represent technical or trade paper in the Midlands. Good Commercial Photographer with own apparatus; can prepare rough sketches, layouts and copy for Advertisers. Would consider commission terms. Box 55, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.
D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.

Octavo HANDBILLS 2/6 per 1,000
in 10,000's.
ELPHICKS
The Prompt Printers,
BIGGLESWADE - Beds.

WHERE TO BUY PRINT

DIRECTORY of PRINTERS of ADVERTISING LITERATURE

HIGH CLASS BUT CHEAP
LETTER HEADINGS
MY SPECIALITY.

From **9/-** per 1,000.

FAC-SIM LETTERS.
50% BETTER WORK, LOWER PRICES.
I can prove this if you
'Phone: HOLBORN 5828.
PETTIT, 7, Ely Place, Holborn Circus, E.C.1.

FAR AND AWAY THE
CHEAPEST AND QUICKEST
FACSIMILE LETTER PRINTERS in LONDON

Ring CENTRAL 4067.

From 3/- per 100 and 7/6 per 1,000 Copies.

MUCH BETTER { SERVICE, PLANT, SKILL, METHODS, RESULTS.

"Rush" Jobs a Speciality. Always Trustworthy. Always "Up-to-the-Minute."

WHITE-WAY "FACSIM" PRESS,
184, FLEET STREET, E.C.4.

ADVERTISING REGENT CLUB

Affiliated to the Associated Advertising Clubs of the World

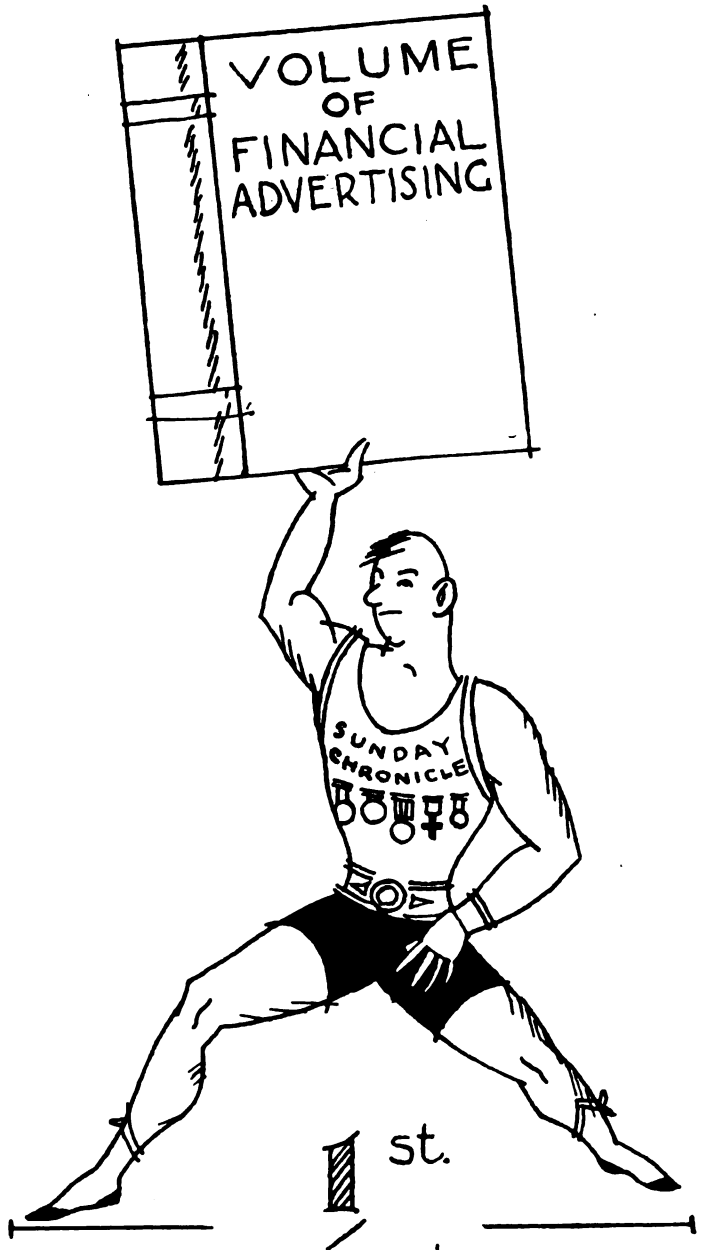
When Youth Lights the Way

THE future of Advertising lies with the Youth of the business. We, in the Regent Advertising Club, are learning, moulding our enthusiasms—ambitions—ideals—preparing to lead the way: will you be ready to seize your opportunity?

Membership of the Regent is practical preparation—you will learn and gain the friendship of those working to the same end.

Write to the Honorary Secretary—Sub. 7/6 yearly.

THE REGENT ADVERTISING CLUB
43, Bedford Street, London, W.C.2.



EVERY WEEK 1st. 2nd. or 3rd.

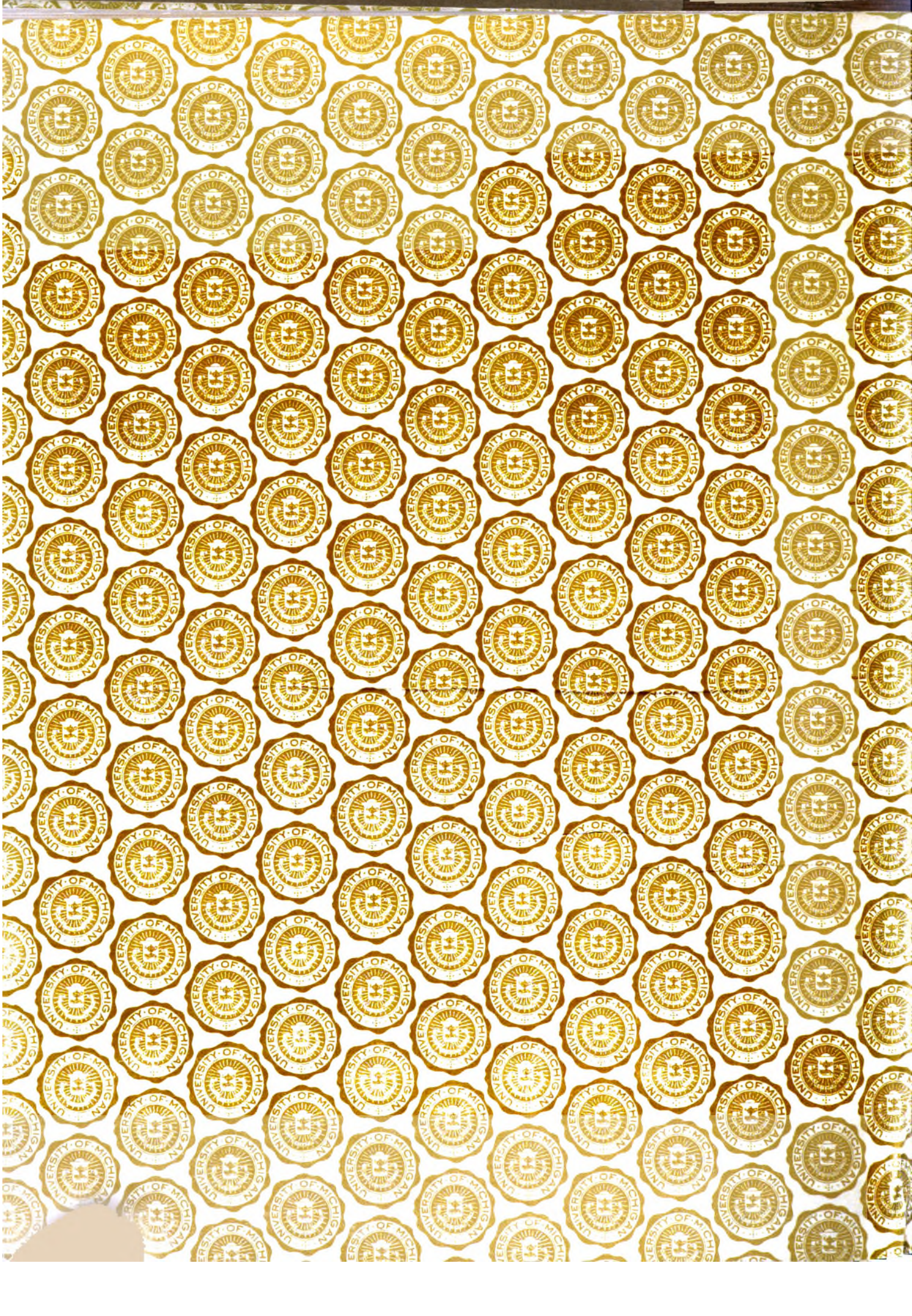
AMONG ALL WEEK-END JOURNALS FOR THE VOLUME OF FINANCIAL ADVERTISING IT CARRIES

SUNDAY CHRONICLE

The Sunday Journal of the Well-to-do.

TALLIS HOUSE, TALLIS STREET, LONDON & WITHY GROVE, MANCHESTER.

Printed for the Proprietors by ODHAMS PRESS LTD., Long Acre, London, W.C.2, and published by the Proprietors at Bangor House, 66, Shoe Lane, E.C.4 - March 26, 1926. 'Phone: Central 9761.


UNIVERSITY OF MICHIGAN

PER COLL v.49 c.1 PER
Advertiser's weekly.
3 5128 00056 3856
U of Michigan. Kresge Bus Admin Library